NOV 24 1948

AMERICAN GAS JOURNAL

PER.

90th YEAR ©CIB 166850 NOVEMBER, 1948 VOL. 169, NO. 5

CLARK "MIDGET ANGLE" COMPRESSORS

Cut Operating Costs at Gas Booster Stations

At Magic City, Texas, two gas booster stations, equipped with stationary Clark "Midget Angle" Compressors, operate automatically to gather gas from a low-pressure field and boost it into the main line system of the Consolidated Gas Utilities Corporation. Automatic operation gives these stations extremely low operating costs.

The smooth-running performance of these powerful gas-engine-driven compressors is made possible by their almost perfect balance and freedom from vibration. With low operating costs and practically automatic operation, Clark's 2, 4, 6 and 8-cylinder "MA" units develop from 75 to 300 B.H.P. Instead of requiring a complete operating crew at each station, one or two men easily can handle several stations.

For permanent installations, Clark "Midget Angle" Compressors lower installation costs by occupying small floor space with light foundations. When mounted on skids, they are ideal semiportable "packaged" compressor stations for short duration jobs in the field. *Write for new descriptive bulletin on Clark MA "Midget Angle" Compressors.*

CLARK BROS. CO., INC. • OLEAN, NEW YORK

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CLARK

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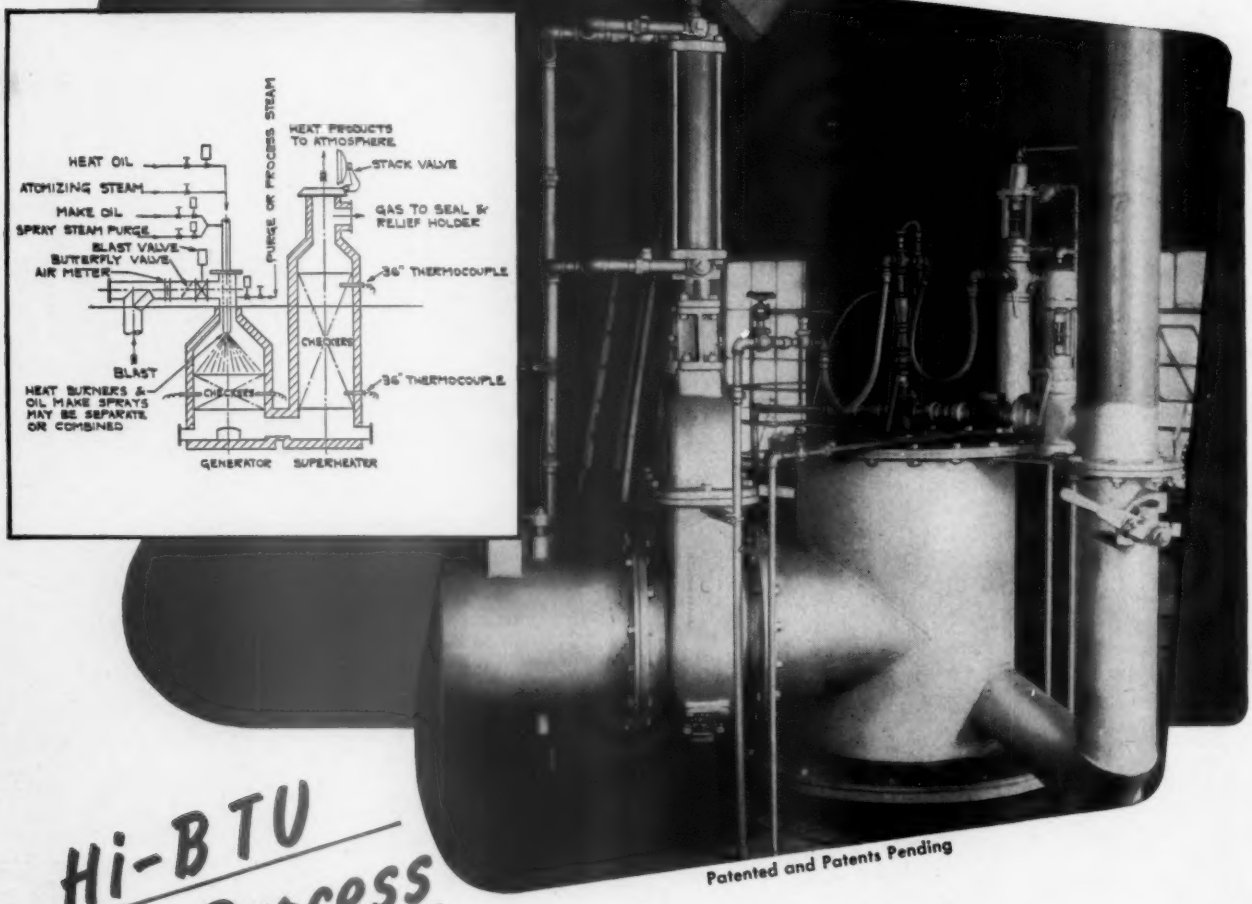
SETS THE PACE IN COMPRESSOR PROGRESS



Hi-BTU Gas Process

Patented and Patents Pending

Increases Plant and Distribution Capacity at Lowest Cost

The unit shown above produces oil gas within a range of BTU from 900 to 1100 and specific gravities from the low .60's to .80's. These gases are interchangeable with natural gas or other types of manufactured gas.

A user in the New England Area recently made this statement about the Hi-BTU Gas Process: "There is no question but that the use of a high BTU gas provides the lowest investment cost to increase both production and distribution capacity of all means now available to the industry." (Name on request.)

Here are some of the outstanding advantages of the Hi-BTU Gas Process:

- More thermal output per dollar of plant investment.
- Eliminates handling of solid fuel, ash and clinkers.
- The plant is started quickly and can be operated 24 hours per day without shutdown.
- "Fingertip" regulation of the quality of gas produced.
- Operation is cleaner and easier than any other gas generating process using raw fuels.
- GASMACO engineers are available at all times to provide further information and assist you with your problems. Write for Bulletin A-202.

• Positive • Easy • Precise • Safe

THE GAS MACHINERY COMPANY

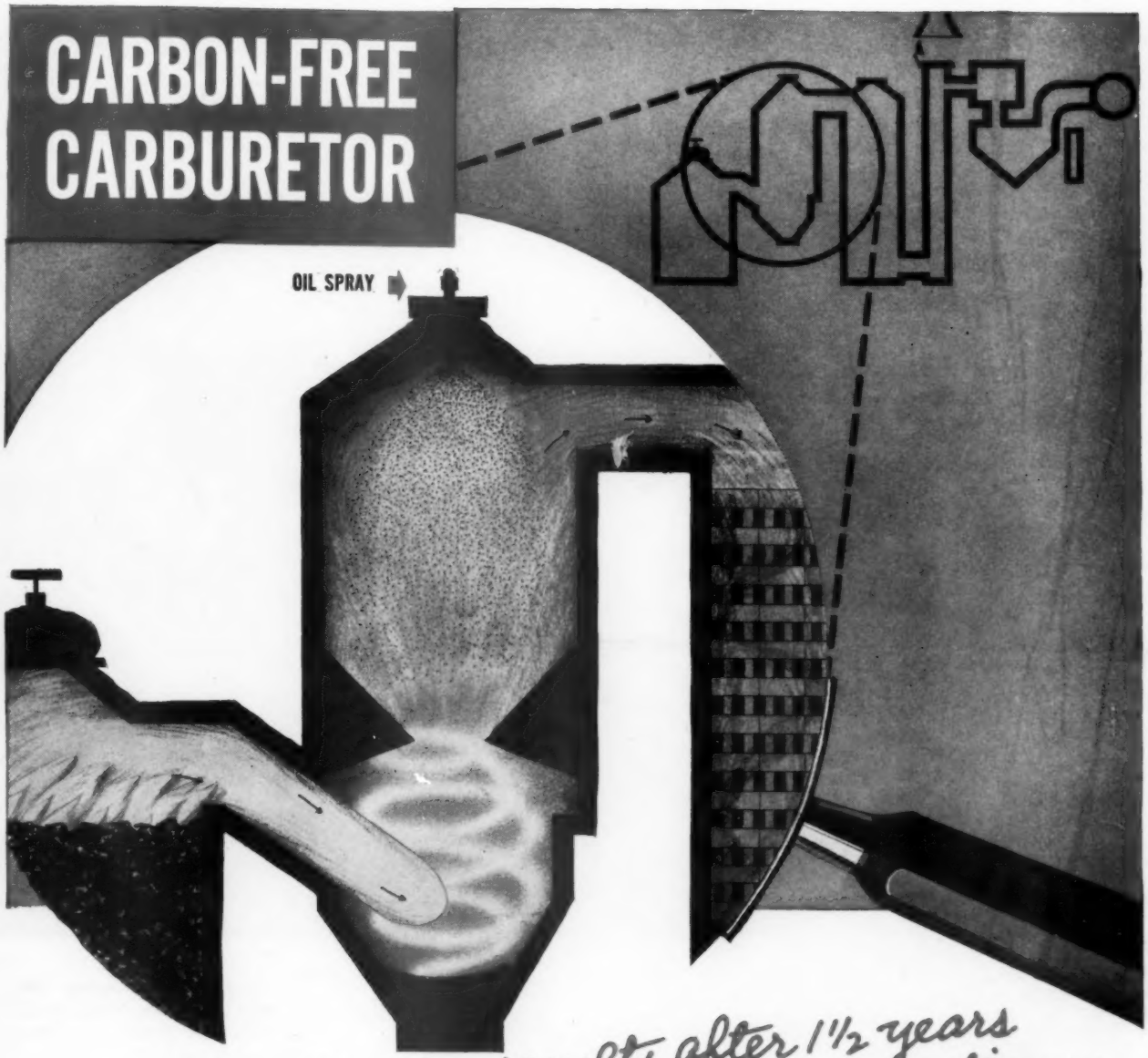
16112 WATERLOO ROAD
CLEVELAND 10, OHIO

Designers. Fabricators. Erectors

Gas Plant Equipment and Industrial Furnaces

AMERICAN GAS JOURNAL, November, 1948, Vol. 169, No. 5. Published monthly by American Gas Journal, Inc., at 34 North Crystal St., East Stroudsburg, Pa., Executive and Editorial offices at 53 Park Place, New York 7, N. Y. Entered as second class matter October 7, 1928. at the post office at East Stroudsburg, Pa., under the Act of March 3, 1879. Printed in U.S.A.

CARBON-FREE CARBURETOR



The same results after 1½ years of operation...

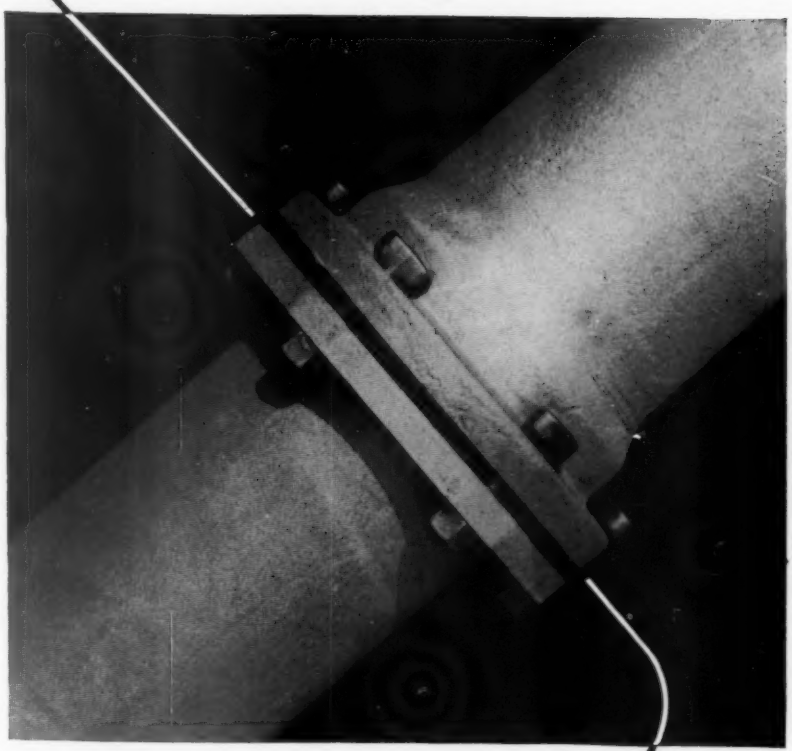
AN INSPECTION of one installation of the Semet-Solvay Reverse Flow Water Gas Machine was made after a 14-day period of operation. During this period more than 470,000 gallons of oil (9.2% Conradson carbon by weight) was sprayed into the carburetor.

The inspection disclosed that no carbon had accumulated on the walls. Rodding or barring down was not necessary. This shows that the oil is completely gasified due to the counter-current flow of gas to oil leaving a dry carbon which is consumed in the process. The residue in the bottom of the carburetor is dry ash, which flows out freely when the bottom dump door is opened. Such a performance with heavy oil is typical of all reverse flow carburetors.

SEMET-SOLVAY ENGINEERING DIVISION
40 RECTOR ST., NEW YORK 6, N.Y.
ALLIED CHEMICAL & DYE CORPORATION

24" standardized mechanical joint cast iron pipe strung along line of trench site for feeder main for a midwestern gas utility

In making or planning additions to mains to meet a greatly increased demand for gas service, many utilities are *standardizing* on *standardized* mechanical joint cast iron pipe. They are adopting this policy regardless of pressures or types of gas. Mechanical joint cast iron mains are *known* to be long-lived and *known* to be bottle-tight. Further considerations are, (1) *speed and simplicity of installation:* more footage can be laid per day with minimum equipment and a small crew of unskilled workers; and, (2) *standardization:* accessories and fittings are interchangeable with those furnished by all makers of mechanical joint cast iron pipe. Address inquiries to Cast Iron Pipe Research Association, Thomas F. Wolfe, Engineer, Peoples Gas Building, Chicago 3, Ill.



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CAST IRON

Standardized **MECHANICAL JOINT**

PIPE

ON A FRAMEWORK OF EXPERIENCE

Imagine a crown with a twenty-three foot rise—an area over an acre—and variations so small that the assembly will look like a commercial flanged and dished head when completed.

But you don't have to imagine it—the job's an accomplished fact—a ten million cubic foot All-Welded Wet Seal Holder we've just completed at Elizabeth, New Jersey; the largest in the world.

It's one more important milestone in our unsurpassed record of building All-Welded Panel Type Wet Seal Gas Holders. We've built more of them—77 in sizes ranging from 100,000 cubic foot capacity to 10,000,000 cubic feet, and even more in the smaller sizes—than any other company. Such a record doesn't just happen.

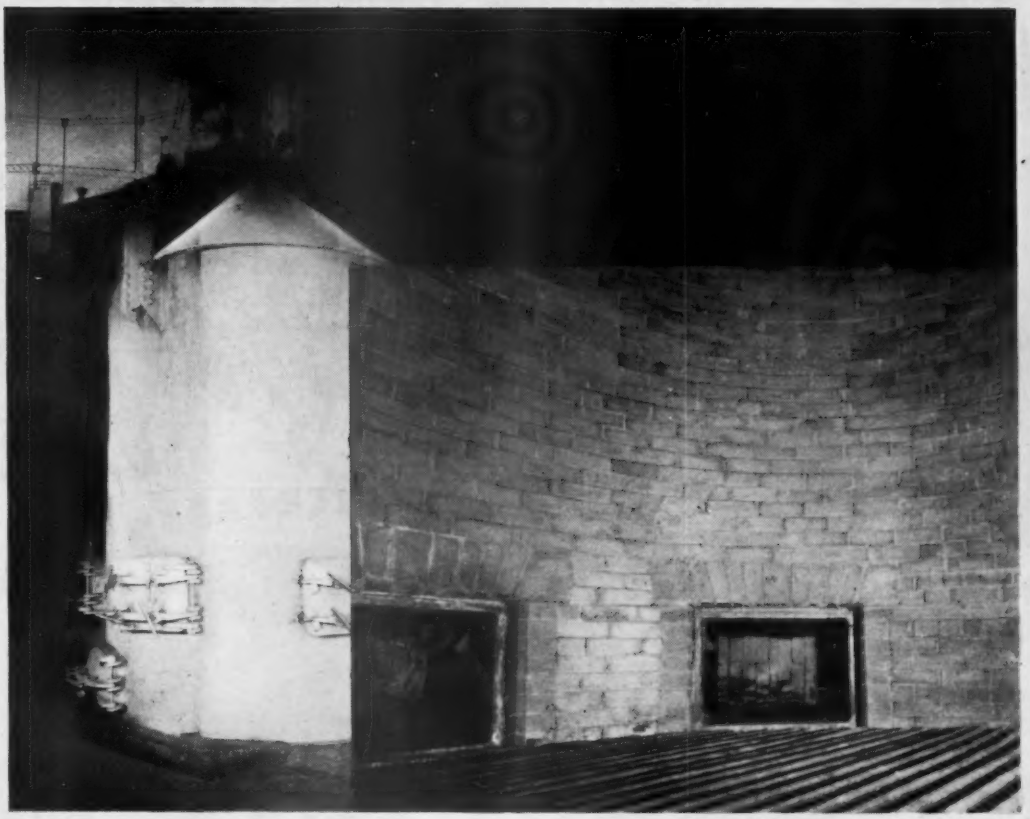
Since we first introduced the famous All-Welded Panel design, now virtually a standard in the industry, we've been building more than holder capacity; we've been building satisfied customers—and experience. Both are important to you.

Near you, there's a Stacey Brothers Holder—we'll be glad to supply the name and location. Go there—inspect the installation—talk to the operators. Notice the freedom from deformations, the lack of rust. Ask for their cost figures; compare them with your own. Then you'll know why it will pay you to get a Stacey Brothers quotation on your requirements. You'll find it lower in first cost, more economical in service. May we hear from you?

STACEY BROTHERS GAS CONSTRUCTION CO.
One of the Dresser Industries
5535 VINE STREET • CINCINNATI 16, OHIO

For an interesting illustrated 50 page catalog on Stacey Brothers Patented, All-Welded, Panel-Type Holders, write for Bulletin W-45.

Stacey Brothers
ALL-WELDED GAS HOLDERS



CRYSTOLON brick decrease maintenance cost by greatly extending periods between repair jobs and by reducing cleaning time. Because of the dense, hard surface of CRYSTOLON brick it is only necessary to break the clinker ring in one place and the entire ring will then fall free. CRYSTOLON linings often pay for themselves the first year by savings in cleaning costs alone.

The results which may be expected from the CRYSTOLON lining will vary with different operating conditions. In some cases, a total operating time of 8000 hours is considered satisfactory. Over 22000 hours have been attained without major repairs.

NORTON COMPANY
Worcester 6, Massachusetts

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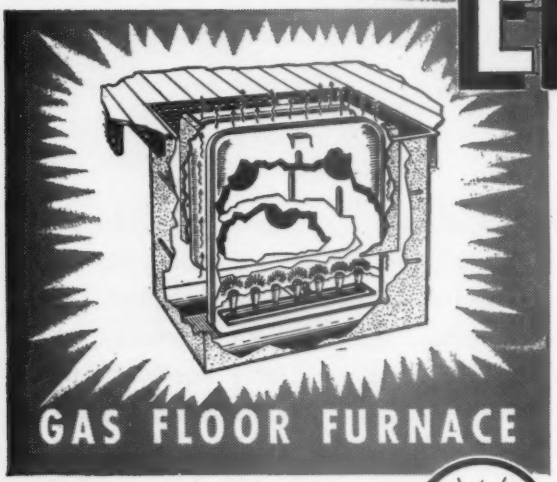
*From a letter now in our files. Name of Dealer is available upon request.

...CAN BE YOURS, TOO...FOR INCREASED PROFITS



EMPIRE ...QUALITY IS HIGHER...PRICES LOWER THAN PRE-WAR LEVELS

With the EMPIRE Line of Gas Floor Furnaces—thanks to EMPIRE mass production economies—you enjoy the distinct advantage of offering not only the highest quality, but the finest floor furnace ever built by EMPIRE or anyone else at prices lower than those which prevailed before the war. This makes EMPIRE Gas Floor Furnaces easy to sell. It's the line on which to standardize for customer satisfaction, increased sales and profits. The happy experience of the above Dealer, who switched to EMPIRE, can be yours, too—for beating competition and meeting today's Buyer's market.

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BELLEVILLE, ILL.
Manufacturers of Gas Heating and Cooking Appliances

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NOVEMBER
1948

AMERICAN
GAS JOURNAL

VOLUME 169
NO. 5

American Gas Association Holds 30th Annual Convention

LEADERS of the gas industry from every part of the United States and Canada assembled in Atlantic City, N. J., to attend the 30th Annual Convention of the American Gas Association, held week of October 4th. In conjunction with the A.G.A. meeting, the Gas Appliance Manufacturers Association put on a most comprehensive exhibit of gas appliances, plant equipment, transmission and distribution equipment and accessories.

For the first time, a gas appliance dealers meeting was held Thursday afternoon. This meeting was sponsored by A.G.A and G.A.M.A. A special program was prepared under the Chairmanship of W. M. Jacobs, Manager General Sales, Southern California Gas Co., Los Angeles. J. J. Quinn, Vice-President Boston Consolidated Gas Co. presented a paper titled "Gas Has Got It—For the Dealer," and E. Carl Sorby, Vice-President, Geo. D. Roper Co. talked to the dealers on the subject "Tell 'Em and Sell 'Em."

On the last day of the meeting, Oct. 8th, a special meeting was held, sponsored by G.A.M.A. and the LP Gas Association, with Frank J. Nugent, President of G.A.M.A. as chairman, and several papers of special interest to the dealers were presented.

H. Carl Wolf
Managing Director A.G.A.

C. Edwin Bartlett, Bartlett & Co., Phila., presented a paper titled "Hot Water—A Necessity or a Luxury," which is printed in full in this issue of the *Journal*. Others who presented papers at this meeting were George S. Jones, V. P. Servel, Inc., and E. Carl Sorby, V. President Geo. D. Roper Corp. After the meeting the LP gas men looked over the exhibits.

As an indication of the activity of the gas men of the South, the Southern Gas Association, Dallas, Texas, had an exhibit, in charge of R. R. Suttle, Managing Director of the Association. The exhibit graphically portrayed the progress of the gas industry in the South, and featured the activities of their Association.

General Sessions

THREE General Session Meetings were held during the week. The first was on Oct. 5th, President Hudson W. Reed opened the meeting, and after a report by Edward F. Barrett, Treasurer A.G.A., Mr. Reed addressed the delegates on the subject "Facing Facts in the Gas Industry." The paper is printed in full in this issue of the *Journal*.

At this meeting the new officers were elected. Details elsewhere in this issue.

"Clearing Skies" was the subject of a paper presented by John A. Robertshaw, retiring President, Gas Appliance Manufacturers Ass'n.

"You of the gas industry," said Mr. Robertshaw, "who have been buffeted about by the capricious and bewildering economic winds of the past few years, no doubt, will welcome signs of bright blue weather on the business horizon. The murky economic skies might clear more quickly if those attempting to create

Robert W. Hendee

Hugh H. Cuthrell

D. A. Hulcy

artificial business weather would cease their efforts.

"An encouraging sign is the increasing understanding of each other's common problems which has stemmed so steadily from A.G.A. and G.A.M.A. joint projects. The two organizations have been able to work together in an atmosphere of confidence and sympathy which has been beneficial to all concerned.

"Approximately fourteen years ago the gas appliance and equipment manufacturers were the largest unorganized industry in the United States. It was then that leaders in the industry began to realize that, without a strong central organized group, the industry was in a very weak position and that it was to the best interest of the utilities, manufacturers, and the public alike to have a strong trade association. Today our association membership of 547 manufacturers, we feel, is a vital force.

"The broad objective of A.G.A. and G.A.M.A., it seems to me, is identical—the promotion of the gas industry. Advances made in recent years by G.A.M.A. members through

Newly Elected Officers American Gas Association

President, Robert W. Hendee, President, Colorado Interstate Gas Co., Colorado Springs, Colo.

First Vice-President, Hugh H. Cuthrell, Vice-President, The Brooklyn Union Gas Co., Brooklyn, N. Y.

Second Vice-President, D. A. Hulcy, President, Lone Star Gas Co., Dallas, Tex.

Treasurer, Edward F. Barrett, President, Long Island Lighting Company, Mineola, L. I.

Directors—Two Year Terms

F. M. Banks, Vice-President & Asst. General Manager, Southern California Gas Company, Los Angeles, Calif.

Alexander M. Beebee, President, Rochester Gas and Electric Corporation, Rochester, New York.

N. B. Bertolette, President, The Hartford Gas Company, Hartford, Conn.

Henry Fink, President, Michigan Consolidated Gas Company, Detroit, Mich.

O. S. Hagerman, President & General Manager, United Fuel Gas Company, Charleston, W. Va.

John L. Haley, President, Central New York Power Corporation, Syracuse, N. Y.

D. P. Hartson, Vice-President & General Manager, Equitable Gas Company, Pittsburgh, Pa.

George F. Mitchell, President, The Peoples Gas Light and Coke Company, Chicago, Ill.

A. B. Ritzenthaler, Vice-President in Charge of Sales, The Tappan Stove Co., Mansfield, Ohio.

Robert W. Otto, President, The Laclede Gas Light Company, St. Louis, Mo.

John C. Parker, Vice-President, Consolidated Edison Company of New York, Inc., New York, N. Y.

Frank C. Smith, president, Houston Natural Gas Corporation, Houston, Tex.

Alvin H. Stack, President & General Manager, The Tampa Gas Company, Tampa, Fla.

Allyn C. Taylor, President, Consumers Gas Company, Reading, Pa.

John Van Norden, Secretary & New York Manager, American Meter Company, New York, N. Y.

Chairmen and Vice-Chairmen

Accounting Section—Chairman—Lester E. Reynolds, The Connecticut Light & Power Co., Hartford, Conn. Vice-Chairman—John H. W. Roper, Washington Gas Light Company, Washington, D. C.

Industrial and Commercial Gas Section—Chairman—B. T. Franck, Vice President, Milwaukee Gas Light Company, Milwaukee, Wisc. Vice-Chairman—D. W. Reeves, Oklahoma Natural Gas Company, Tulsa, Okla.

Manufacturers Section—Chairman—William F. McConnor, National Tube Company, Pittsburgh, Pa.

Residential Gas Section—Chairman—W. M. Jacobs, Southern California Gas Company, Los Angeles, Calif. Vice-Chairman—H. P. Morehouse, Public Service Electric & Gas Company, Newark, N. J.

Technical Section—Chairman—W. R. Fraser, Michigan Consolidated Gas Co., Detroit, Mich. Vice-Chairman—Ernest G. Campbell, The Peoples Gas Light & Coke Co., Chicago, Ill.

Laboratories Managing Committee—Chairman—Arthur F. Bridge, Vice President, Southern Counties Gas Company, Los Angeles, Calif. Vice-Chairman—Charles E. Bennett, President, The Manufacturers Light and Heat Company, Pittsburgh, Pa.

Publicity and Advertising Committee—Chairman—R. G. Barnett, Vice-President, Portland Gas & Coke Co., Portland, Oregon.

Edward F. Barrett
Treasurer A.G.A.

research have been phenomenal compared with the years preceding World War II. Our direct relationship with A.G.A. represents a solidarity which leads to great strength in the advancement of the gas industry as a whole. An understanding achieved in no other industry has grown out of participation in joint projects by members of both associations. G.A.M.A. members are serving on 74 committees of the American Gas Association.

"We are emerging slowly from a period of hesitancy and fear induced by the postwar hangover of experimental philosophies, economic indecision, and meddlesome governmental and political interference. We were planning, thinking, and working in an enervating business climate in which the psychology of despair appeared to be dominant. Today the fog is slowly being dispelled by the energizing currents of competition which appear to be blowing away the lethargic atmosphere. A period of interpretation of the aims, objectives, and achievements of the gas industry is here. Wailing and complaining is being supplanted by action and optimism. While I am not of the Pollyanna school, it seems to me that the business climate is shifting from one of inertia to one of initiative. The return of the old American spirit of pioneering also is manifesting itself in the form of new products and the development of new uses for old ones.

"Individual manufacturers are increasing their promotional and advertising budgets to where they are now the largest in history. The same trend applies to scientific and applied research budgets. This again furnishes proof that the epidemic of inertia which has been so contagious is dying out to make way for a healthy program of advancement.

"Knowledge is a powerful weapon, particularly when that knowledge relates to your own backyard. We must recognize competition and the fact that we are all after the consumers' dollar. Sales statistics over the past two-year period indicate that we cannot be complacent and that, although our sales, unit-wise, are mounting, more pronounced gains are being made, in some quarters, by competitive appliances.

"Sales of electrical appliances during 1947 reached new highs. The electric range makers, for example, sold 1,200,000 units in 1947. While this figure compares favorably, from our point of view, with the 2,390,000 gas ranges sold during the same period, it is well to look at the actual unit increase in 1947 sales over those recorded during the previous year. Electric range sales were 623,000 units greater in 1947 than in 1946, while gas range sales during 1947 exceeded the 1946 figures by only 590,000

SECTION AND COMMITTEE CHAIRMEN 1948-49

ACCOUNTING

L. E. Reynolds

INDUSTRIAL AND COMMERCIAL

B. T. Franck

MANUFACTURERS

W. F. McConnor

RESIDENTIAL GAS

W. M. Jacobs

TECHNICAL

W. R. Fraser

PUBLICITY AND ADVERTISING

R. G. Barnett

LABORATORIES MANAGING

Arthur F. Bridge

units. 623,000 increase against our 590,000.

"As I mentioned briefly, previously, it is also interesting to note that of the 2,270,000 electric storage water heaters in service at the end of 1947, 1,100,000 of them were connected during that one year. Comparing the 1947 electric water heater sales to those recorded during 1946, we find an increase of 612,000 units. Gas water heaters, in establishing a new all-time high during 1947, reached 1,800,000 units, or 481,000 units more than were sold during the previous year. Again the actual increase in unit sales was in favor of electricity, 612,000 to our 481,000.

"With the return of an adequate supply of products, stepped-up competition, and promotional efforts from other fields, the very best sales efforts and sales imagination of gas companies is needed. If the time is here for some of you to enlarge your sales staffs and sales effort, I urge that you give the matter your earnest attention."

At the General Session meeting Wednesday morning, Everett J. Boothby, V. President and General Manager, Washington Gas Light Co., presented a paper titled "Protecting the Commercial Gas Load," Mr. Boothby stated that the Commercial Load of the gas industry has good load factor characteristics and produces a substantial part of our total revenue. It represents a very profitable part of our business. Thus, the Commercial Load is a most valuable asset.

"When we possess something of substantial value, it is axiomatic that we should take all legitimate precautions to protect that item. Otherwise, we may lose it or have it taken from us. If that item of value is one of the best profit producing branches of a given business, the management of the business has a clear obligation to take steps to preserve the continuity of those profits for his overall operations. Particularly if this branch of the business has enjoyed a recognized position of leadership in its field, then does it appear that the management has failed badly if it has not developed long range plans not only to protect its valuable business from momentary competitive attack but also to insure its future position of leadership."

After discussing all phases of the commercial load, he recommended that our long range objectives in the commercial field be as follows:

First Objective: to make sure that we and the manufacturers are sufficiently insuring the future of our

E. J. Boothby

business with adequate and proper research and development work. If it were a question of insuring our physical property against loss from fire, we would be quite sure that we had sufficient insurance coverage. Why not think in the same direction in relation to insuring the future of a very profitable branch of our business?

There is no more firm believer than I in the theory that the utilities should not try to do the research and development work that ought to be carried on by the manufacturer as part

General Sessions, L. to R. — Robert E. Ginna, Vice-President, Rochester Gas & Electric Co.; W. E. Davis, Equitable Gas Co., and D. P. Hartson, Vice-President and General Manager, Equitable Gas Co., Pittsburgh, Pa.

of his scheme of private enterprise. But perhaps there is a stake in the future of our commercial gas load that warrants closer collaboration between us and the heavy-duty equipment manufacturers in the matter of research and development than may have existed heretofore.

Second Objective: To develop along with the manufacturers, a definite program to remodel or modernize every item of commercial equipment on our lines. And when I say modernize, I don't mean to replace a 1938 model of heavy-duty range with a 1948 model, which are basically identical. What we must shoot at is fully automatic, streamlined equipment such as the Restaurant Industry has told us it wants.

Third Objective: To re-educate the thinking of our people with regard to functional organization of food producing establishments. The development of cooking centers, baking centers, roasting centers, frying centers, and the adaptation of specialized equipment to each function is the coming thing. Competition is concentrating on it. We should move quickly if we wish to continue to keep the load.

Fourth Objective: To prepare to double our sales of gas per commercial customer. Through well planned promotional and engineering efforts we can saturate the commercial field where there exist large demands for hot water, steam, space heating and air conditioning. As yet, as an industry, we have not scratched the surface in these prolific markets.

Fifth Objective: To take a new look at our future responsibilities in the matter of keeping commercial gas equipment in proper operating condition. The security of our commercial gas business in both the immediate and long range future depends not only upon what program of research development sales and promotion we formulate now but also upon this other very important factor that of finding ways and means to be sure that commercial gas equipment is kept in proper operating condition. This is essential. It therefore directly becomes the duty of members of management who are near the top, to keep the element of servicing of commercial appliances in proper balance with sales and the other factors. There is of course difference of opinion among our companies as to how far they should go in servicing commercial appliances. If we believe we should do the job then we should modernize our methods and do it well. If we want to get out of the servicing field, then we must prepare others to succeed us.

Sixth Objective: To re-evaluate the economics of the commercial gas

business. What are we spending in sales effort per dollar revenue? How does it compare with other classes? Could we not afford much better sales coverage so vital in a profitable market? What are we spending in servicing cost per dollar revenue by comparison with other classes of load? Could we not afford much greater care of gas burning appliances where gas is sold in large volume at a high load factor at good rates?

Seventh Objective: To bring about much closer and better working relationships in the commercial field between the leaders of the gas utilities and the leaders of the appliance manufacturers. This objective could well be the cornerstone of our long range planning. I am convinced that a more complete degree of understanding between these two segments of our industry would go far toward solving one of our great problems, that of "unbalanced responsibilities," which are found today in the following unanswered questions:

Why it is that so many commercial appliances are not A.G.A. approved?

Who is responsible for adequacy of installations?

Who is responsible for the adequacy of pipe sizes supplying commercial appliances?

How far can each go in improving equipment?

Who should maintain appliances?

What should be the relative share of promotional effort?

What can one give and expect in return from the other?

If there is merit in the idea of taking steps to preserve the security of this commercial gas load, then it is indicated that members of utility management have another assignment to take on and it must be taken on immediately and vigorously. If it is left for George to do, it will probably not be done.

Presentation of awards were made at this meeting, and details will be found elsewhere in this issue.

At the last meeting, papers were presented on the following subjects:

"Inflation and the American Economy" by Dr. William A. Irwin, Economist, The American Bankers Association, New York, N. Y.

"The Fuel Outlook" by Edward Falck, Chief Consultant on Power and Utilities, National Security Resources Board, Washington, D. C.

"Industry in the Modern Research Age" by Dr. Clyde E. Williams, Director, Battelle Memorial Institute, Columbus, Ohio.

"What Makes Star Salesmen Tick?" by Jack Lacy, President, Lacy Sales Institute, Boston, Mass.

Copies of most of these papers can be had by addressing A.G.A. headquarters.

Natural Gas Department

CHAIRMAN of the Natural Gas Department, Robert W. Hendee, presided at a meeting of the department, October 4th.

Several reports were presented, followed by a "Symposium on Natural Gas Department Projects," H. D. Hancock, chairman, Technical and Research Committee presided. The subjects discussed included Nitrogen Removal, Pipeline Flow and Gas Measurement.

M. V. Cousins, Personnel Director, United Gas Pipe Line Co. presented a paper titled "Continuing Problems in Employee Relations." Mr. Cousins first discussed the things employees want—and the attainment of these wants. It is necessary for the employee to have opportunity for advancement by doing a better job, and there must be enough additional pay for doing the higher, more difficult job. He discussed many phases of employer-employee relations, and summed them up in the following four points:

First. Employees want to increase their income. Why not then encourage the trend of thought towards doing a better and bigger job in order to secure a greater return for our efforts? Let's get away from the negative idea of getting more and more for doing the same job.

Second. Employees who work for you through the years have through that service become a part of your corporate entity. They want, expect and deserve for that relationship to be recognized to an increasing extent with increasing service. The company invests its money, the employee his life. Let's recognize this fact and by assisting the employee to secure the greatest return from his efforts make it the cornerstone of our employee relations.

Third. Employees do not understand or appreciate the economics of their company's operations. This is a continuing problem in employee education, I think it is primarily an every day, day-to-day problem of living closer to the employee; a problem of communicating enough of his company's problems to the employee so that he may have a basis for real understanding.

Fourth. The supervisor not only represents the company to the employee; for most purposes, so far as the individual employee is concerned, his supervisor is the company. If the supervisor gives the employee a square deal, is honest and sincere with him, the company is a good company. Through training and through that best of all training procedure, through our own personal example, let's encourage the supervisor toward better supervision of his employees.

I do wish, however, to emphasize a firm belief that in the end our employee relations will be the sum of our relations with individual employees. An employee is interested in the results of his employment to him. If we make those results such that he can lead a normal satisfactory life, that he can progress within his capabilities, that he can feel that he has been fairly treated in his day-to-day work, then we will have gone far toward making that tie between the employer and the employee one that is wholesome and welcome and profitable on both sides.

H. D. Hancock, President, Gas Advisers, Inc., New York, and M. V. Cousins, United Gas Pipe Line Co., Shreveport, La.

Facing Facts in the Gas Industry

By
Hudson W. Reed

THE road of the gas industry has never been an easy one; to make progress it has been necessary to face its problems frankly. By following this course it has developed strength, character and resourcefulness. This report, therefore, should not be one of appeasement, referring directly only to matters that are pleasant to hear, and conversely, glossing over the multitude of irritating problems that may be somewhat controversial.

Today, over the entire world people are facing facts—immutable, relentless, cold, hard facts; facts which affect their daily lives, facts which influence the course of nations, industries, and even civilization. Some of these facts may be ignored or temporized momentarily. Inevitably, they must be faced. That calls for decisions of the highest order of individual and collective judgment or statesmanship.

In this realistic world, the gas industry, occupying a vital position in our national economy, must face many important issues that will require careful consideration. Unless the decisions arrived at recognize and face facts unflinchingly, our industry may not fulfill its rightful position, nor contribute its full share to the progress of our people. It is my purpose today to examine a few of the facts with which we must contend in a forthright manner if all parts of the industry are to survive and move forward.

I shall give you my own views frankly, and I hope you will receive them as such, realizing that I am not committing to them, either the American Gas Association or my associates in the industry.

Some of Our Problems

Some of our problems are such as to be beyond our jurisdiction; we can only actively press for their solution. These must be solved in conjunction with the cooperation of other industries. On the other hand, there are those that are entirely up to the industry itself to act upon.

President, American Gas Association
President, The Philadelphia Gas Works Company
Philadelphia, Pa.

Today the gas industry occupies an enviable position in the home life and industrial fabric of the country. The largest number of customers in the industry's history was supplied with gas by utilities in 1947. Of the 21.4 million customers—800,000 more than the previous peak year in 1946—19 million were residential. In the neighborhood of 5 million more customers are served by the fast-growing LP-gas industry.

Sales of natural gas by utilities in 1947 attained the unprecedented volume of more than 2.5 trillion cubic feet, 14.6 percent more than the previous year. Despite the changeovers of some utilities to other types of gas, notably natural gas, total sales of manufactured gas increased 7.1 percent. Mixed gas sales were up 15.8 percent.

Total revenues of the gas utility industry attained an all-time high of $1.4 billion, a gain of 15.2 percent over 1946. The greatest increase, of 19 percent, was scored by the natural gas branch of the industry.

A casual examination of the figures and charts of the contribution made by the gas industry in combatting the increased cost of living would impress one favorably with our record. We could point with pride, using the 1935-1939 period as a base, that in 1947, the price of all gas sold had been reduced below the base referred to by 3.7%. In the same period, heavy oil has increased about 179; light heating oil 100; anthracite coal 162; bituminous coal 179; and coke, 172 percent.

Taking into consideration that the principal materials used by the manufactured gas companies are heavy oil, bituminous coal and coke, the prices of which are at almost an inflationary level, this would seem to be a remarkable achievement. Yet the fact is that the overall reduction in the price of gas is due largely to the greater increase in the volume of natural gas sold at the lower than average price.

Manufactured gas utility operating income per dollar of operating revenue, which had reached a previous low in 1946, declined still further last year to 7.7 cents for straight gas companies. This decrease indicates clearly the failure of revenues to keep pace with rapidly rising operating and capital costs.

During 1947-48 there have been many increases in the rates of manufactured gas, and justly so. These increases in general have been too small, far too small. Regulatory bodies recognize that utilities are entitled to rate increases proportionate to the increased cost of labor, material and debt service. To refuse or delay such justifiable increases will ultimately deteriorate the quality of service of which we in the gas business are so justly proud.

Under normal economic conditions there were many voluntary rate reductions for each one ordered by a regulatory body. Low rates promote a more general use of gas, both in the home and in industry. The objective of every well-operated gas company has been to have the lowest possible rates to enable it to meet the price of competitive fuels.

Entirely too much emphasis has been placed on the monopolistic character of gas companies. True, in most instances, they have a monopoly for the sale of gas in given communities. They have no monopoly for the sale of fuel either in the home or in the industrial plant.

Manufactured gas companies are

in no position to seek exorbitant profits. Competition is always knocking at the door for the cooking and water heating load, the load that is bread and butter for a gas company. Surely no one would accuse the gas industry of having a monopoly on refrigeration or air conditioning, nor for fuel for industrial purposes.

Should Have Prompt Action from Regulating Bodies

Gas companies, not being monopolistic in the true sense of the word, are entitled to prompt action from regulatory bodies. Avoidable delays defeat the purpose for which these agencies were created. This being the case, it would seem definitely to be in the public interest for regulatory bodies to make greater use of their power to grant prompt interim rate increases, accompanied by any safeguards these bodies may consider appropriate.

The gas industry asks no special favors or dispensations. I do believe however, that it should be given the same opportunity for survival as that extended to the farmer, to the manufacturer, to its competitors, the coal and oil industries, and to labor.

Our financial stability demands a complete review of our rates and earning capacity. Regardless of the fact that our customers, beset on all sides by rising costs, may not view kindly the reversal of our long-time practice of reducing rates, it is equally true that we cannot serve our product at a loss, nor can we control the inflated prices which enter into our costs. A straight-forward statement of our position may do much to create better understanding and acceptance of the necessity for rate increases.

In addition to higher labor and material costs, the natural gas companies face problems peculiarly their own. Natural gas is in increasing demand for the making of synthetic fuels such as gasoline, and for conversion to chemicals. New natural gas pipe lines must generally purchase most of their gas from fields in which it is associated with oil or condensate.

Since the oil companies and independent operators have become alive to the value of such gas they are not, as in years past, selling it for a song. Thus natural gas companies are having to pay higher prices for new supplies to meet their skyrocketing demands.

This natural increase in higher field prices is not a problem without its bright side; for higher prices may well improve the supply of this fuel so badly needed throughout the country.

If it is possible to conserve natural gas resources by an increase in price at the point of production, and should the increase not be a burden to the distributing companies or their customers, it would seem to me that this would be the logical thing to do. A small difference in price at the source of production may determine whether gas is burned in a flare in Texas or in a home located on the Atlantic Seaboard.

It is interesting to note that in the first six months of this year, the Federal Power Commission has authorized the construction of 3,574 miles of new natural gas pipe lines capable of a daily delivery capacity of 878 million cubic feet. These projects will benefit 70 cities of 50,000 or more population as well as numerous smaller communities. Much of this capacity will be an additional supply to communities now served by straight natural gas. However, it is encouraging to note that part of the new capacity will be available to some communities now relying entirely on manufactured gas. This is a step in the right direction, but only a step. A much greater effort must be made to deliver more and more natural gas to communities not now receiving it.

Natural Gas to the Atlantic Seaboard

In mentioning the delivery of natural gas to the Atlantic Seaboard companies, I wish to comment on the type of rates now used. Transmission companies increasingly are adopting the demand-and-commodity type of rate which, it is true, gives to their operations a financial stability otherwise lacking. However, this type of rate has the adverse effect of encouraging dump sales of gas for boiler fuel, and other low grade uses during off-peak seasons, particularly in territories where underground storage is not available. Such sales do not contribute to the conservation of natural gas resources.

It may be possible that much overall benefit could be accrued through the use of a straight commodity rate, with adequate minimum bill protection, were it possible for pipe line companies to use the vast storage facilities in West Virginia, Ohio, Pennsylvania, and New York State, as is now done by many large operating companies in those territories. If such a plan is practical it would reduce much of the practice of dump and boiler fuel sales. With the huge quantities possible in the storage area mentioned, the winter peaks in many areas might be met without the necessity of shutting down important industries.

While on the subject of rates, I would like to point out the wide differential in gas rates charged throughout the country. The disparity which exists is a problem demanding the careful attention of our industry and requiring a coordinated approach by both the natural and manufactured gas interests.

High priced gas, or uneconomically-low priced gas, for that matter, will not make for a strong gas industry; nor can the strong communities withstand the drag of weaker segments of the industry over any substantial period of time.

The condition referred to is not altogether a technological one. Because the trouble arises from the various sources and types of gas sold, its correction will require a considerable length of time involving many adjustments by both our industry and the state and regulatory bodies.

I am fearful that unless some positive action is taken in the near future it will become a serious sectional political issue. This, above all things, is something to be avoided. This country already has entirely too many such sectional issues to assume another one such as I have mentioned.

Looking at Economic Fact

Looking deeper into the economic facts of today, our country faces a situation where prices appear to be permanently on a higher plateau. If such is the case, it would seem that rates based upon original cost and computed by charging depreciation as a percentage of such cost, fail to be realistic. As expressed by an executive of one of our largest gas companies—

"In the light of the current and possibly permanent plateau of prices, a depreciation policy which permits the recapture of dollars only and not replacement of plant, involves clear confiscation of the present investors' value which may reap the whirlwind of dissatisfaction and cause difficulty in attracting new capital to our industry . . . Rates should be fixed in the light of economic value and not on original cost . . ."

It would seem to me that the formulae used for depreciation by the regulatory bodies in past years should be revised to meet our changing economy.

Gas production costs today are of two distinct types. One that is stabilized by the use of natural gas, at a price that is comparatively con-

stant. The other, both capital and operating, is at the mercy of the prices charged by industries wherein there is presently little or no competition.

Unless there is a change in this condition the gas industry may readily be resolved into two groups, natural and manufactured, the former in a strong position, and the latter striving to maintain a competitive price position in the face of increased cost of materials beyond their control.

So, today, the gas industry faces a somewhat serious problem. Shall it be content to have one part of it prosperous and permit the other half to struggle along until a business depression forces down the price of oil, coke and coal? Or shall it adopt a policy that will continue to keep strong the industry as a whole?

With the present high construction costs, and with steady technological advances in gas-making techniques, careful consideration should be given by each manufactured gas company to the question of further increasing gas production facilities. Debt service at present construction cost for such facilities, if ill advised and uneconomical, might be very embarrassing should our national economy suddenly go into reverse.

The entire fuel situation in our country was badly confused last winter. This was the result of various conditions.

The unprecedented demand for gas and oil automatic heat was an important factor. Due to the coal industry's inability to develop and secure a market for a low cost automatic device, coal has been largely eliminated in the many thousands of new homes erected or to be erected during the post-war period. Even in the areas where freight rates are not a prominent factor in the price to the consumer, this condition still prevails.

Another factor was the over-selling of automatic oil heaters, thus forcing supplementary heating by the use of gas home appliances during periods when oil was not available. Supplementary heating in my own company amounted to as much as 20 percent of total output on certain days last winter.

A third contributing factor was the desire to use natural gas to the exclusion of bituminous coal in large industrial operations, because of the present price differential. A greater use of coal by large industries would have permitted a greater use of the available oil and gas for home use.

Our country acquired its greatness through the continued resourcefulness of its people, culminating in the high standard of living now enjoyed by the American workman, a standard unmatched elsewhere in the world. One of the greatest contributors to this condition is convenient and economical household appliances. It is therefore essential for the gas industry to maintain its supremacy in home fuel for its almost twenty million residential users, rather than to assign its resources to a small group of industrial enterprises.

We have today a foreseeable supply of bituminous coal for a thousand years; oil for a much shorter period, though it may be supplemented by imports from other countries. Proven natural gas reserves are encouraging but these reserves should be protected. It is therefore a challenge to the fuel industries to solve this complicated problem by developing a practical workable program for the conservation of our natural resources.

Gas, oil, and coal are inextricably associated, both in the market place and at the source of supply. Gas and oil are produced together; and can be transformed into one another by suitable equipment. Both can be produced by the transformation of coal. Given this interdependence of fuels, with the highest skill available, it would still be impossible for the Federal Power Commission to do a completely satisfactory job of regulation in the natural gas field, in the overall public interest, if it is forced to operate without the framework of a national fuel policy.

When the natural gas industry is compared with the coal and oil industries, few will deny that with all our disappointments, the Federal Power Commission, considering the pressure put upon it by many separate groups, has done a good job in handling the natural gas situation.

The Coal and Oil Industries

With comparable agencies concerning themselves with the coal and oil industries, it might be possible to develop and coordinate a long-range fuel plan, which would not only be beneficial on a national basis, but would conserve and stabilize the use of the remaining natural resources that Providence has so kindly bestowed upon us. No other country in the world was originally as well endowed in fuel resources. As our industrial development is geared to these plentiful supplies, it behooves us to protect these resources so that our national economy will not be crippled within the next generation or two.

Another subject within the industry on which opinions differ is the matter of requirements for gas appliances. On basic requirements, our A.G.A. Laboratories, the Laboratories' Managing Committee and the Approval Requirements Committee have made an outstanding contribution to our industry. These requirements have almost unanimous approval by all segments of the industry.

During the past two years efforts have been made to supplement the present A.G.A. requirements for house heaters, with the thought that such supplementary requirements would eliminate the individual requirements of many operating companies. This is a desirable goal toward which our utilities and manufacturers might well work.

If agreement could be reached by all manufacturers and all operating companies, and if each manufacturer and each operating company would live up to the spirit of the agreement, simplification of both manufacturing and servicing could be had. However, if agreed upon by all operating companies and only part of the manufacturers, or by all the manufacturers and only part of the operating companies, it would cause considerable confusion in the industry.

It would seem to me that until all branches of our industry, manufacturers, natural gas and manufactured gas companies, are in full accord it would be better to make haste slowly. It may be more prudent for the time being to bear the ills we have than to fly to those we know not.

In the interim, we can be assured that, with the competition now existing between manufacturers, each operating company has the privilege of selecting applicances to meet its own requirements, and if its needs are reasonable ones there should be no trouble in securing the type of appliance desired.

All Gas Operations Are Not Controversial

It is pleasant to know that all matters of gas operation are not controversial—permit me to report on a few of them.

The PAR Plan has completed its third full year. Contributions needed for the fourth year have been almost all received. The PAR activities have been such that the plan can, by and large, be considered a distinct success.

The national advertising program has been shaken down to a point where it can be tied in with those of our manufacturers and our local companies. The benefits received

from such advertising have been generally under-estimated. Those of us who have followed it closely know that it has acted as a stimulant to revive the interest in the use of gas both for the home and for industrial purposes.

The $800,000 of PAR funds spent this year for advertising was backed up by an estimated $8,000,000 by our manufacturers, dealers, and utilities in national and local advertising and promotion.

The promotional activities of the plan, although started later, are now in full swing. One cannot follow its activities without securing new ideas, new confidence in our industry.

Research, the third objective of the PAR Plan, carries the industry's highest hopes for the future. Many domestic and commercial gas appliances now on the market incorporate principles or improvements stemming from A.G.A.-sponsored projects. In the new field of gas production research, increases in the production capacity of conventional equipment have been stimulated and several projects now reaching maturity hold promise of drastic improved production methods. The outcome of the whole peak load problem may eventually hinge on the successful application of processes explored in this research program.

Adhering completely to democratic principles, the Association's far-reaching program is carried out by 2,266 voluntary members of 196 committees who are the life blood of its activities. Officers, committee members and chairmen are rotated periodically so that all segments of the industry and all shades of opinion are represented. Thus, we are operating in keeping with the highest traditions of our American heritage of freedom of thought and action.

On the other side of the picture, consideration should be given to the possibility of streamlining some of our numerous committees, with the view of reducing the number of representatives required. Voluntary committee work is the strength of the Association but may well become an undue burden on the individual or his company. I recommend that a thorough survey be made of the existing setup to determine what, if anything, can be done to simplify it.

While the national spotlight has turned many times in the past few years on labor unrest, the gas industry has been singularly fortunate in its employee relations. Despite the rapidly changing domestic economy, there have been few instances of sharp disagreements, and many demonstrations of the faith and loyalty of employee groups.

At the end of 1947, there were 153,000 employees on the gas utility industry's payroll—19,400 above 1946 and 14,100 more than the previous peak in 1941. With the total payroll amounting to $446 million, and the average annual wage up from $2,590 in 1946 to $2,910, wages and salaries in gas companies are in line with those of other industries, especially so when fringe benefits such as sick benefits, holidays, vacations, separation allowances, pensions, and stability of employment are taken into consideration.

It is noteworthy that the American working man, the competent, independent, sometimes difficult individual who makes our free enterprise system work, still believes in opportunity and the success story. A recent poll of organized and unorganized labor in the industrial North and Midwest shows that the average worker is convinced that he has more chance of getting to the top than did his counterpart twenty-five years ago; that most business leaders got "there" by working up from the ranks; that education is a better key to success than inherited money, influential friends, or other artificial props.

Evidently, the corrosive cynicism of the far left has not yet prevailed. Management can still appeal to its employees on the time-honored basis of opportunity for advancement, job security, and the value of learning and diligence as a route to economic progress.

Salute to Manufacturers

I cannot leave this brief chronicle of facts in the gas industry without saluting the manufacturers whose courage, resourcefulness and genius have made possible the great exhibition of gas appliances and equipment on view at this convention. Surmounting many obstacles, they are making the finest appliances the world has ever seen. They are clothing the blue flame in the choicest, most stylish and at the same time the most serviceable of garments. In the Gas Appliance Manufacturers Association, they have an organization that is unifying and perpetuating their interests, as well as the industry's and the public's, to a remarkable degree. The collaboration and unity of purpose that characterize the relations between the gas companies and the manufacturers have long been the envy of other industries. We are justly proud that this relationship continues.

In conclusion I wish to extend my sincere thanks to the hard working members of the A.G.A. staff. Their cooperation, their aid, their never-failing courtesy have made my three years' association with them a work of enjoyment. In the years to come I shall entertain none but the kindest recollections of my association with them.

Delivered at 30th Annual Convention of American Gas Association, Atlantic City, N. J., October 5, 1948.

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Prof. Lowe Reconnoiters From "Intrepid"

Whatever its outcome the Battle of Fair Oaks is destined to loom large in the history of warfare for here today war took to the skies as a balloon filled with gas from a miniature gas works rode over the battlefield. Piloted by Prof. T. S. C. Lowe, the balloon "Intrepid" permitted reconnoitering of the opposing forces, and the shouting of information to the commanding officer.

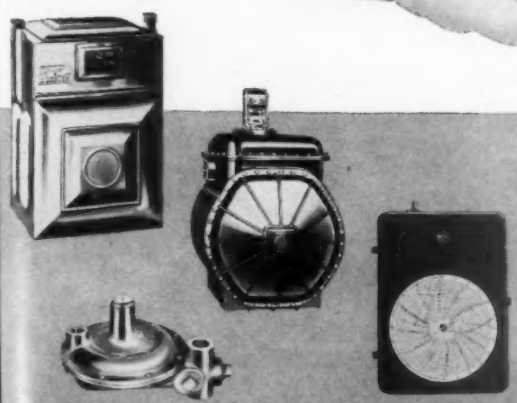
It is deemed possible that the future will see aerial craft playing an increasing part in the conduct of war, perhaps even dropping missles on the enemy to confound them.

During the War Between the States Prof. Lowe solved his distribution problem by carrying a gas works with him. But as the uses of gas grew and multiplied, distribution became more and more important as the vital link in gas service.

Upon the skill and devotion to duty of today's distribution engineers depends the steady flow of gas from gas wells and gas holders to over 21,000,000 customers.

Since the infant days of the industry, it has been the privilege of American Meter Company to work with the distribution engineers by providing accurate, dependable measurement. And as the industry looks ahead to years of even greater service to the Nation, American Meter Company pledges its research facilities and manufacturing skill to serve the gas industry.

AERIAL WARFARE



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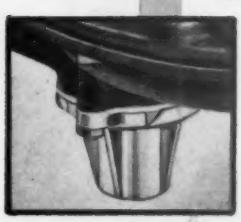
Reynolds new exclusive Mercury Cut Seal is held rigidly to the body by two screws. In case the seal blows, the patented design insures recovery of more than 95% of the mercury.



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A simple, inexpensive instrument for continuous direct readings and BTU control applied to manufactured, natural, propane, and butane air gas.

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A patented device for quick, accurate tests using pre-treated paper discs.

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Technical Section

THREE sessions of the Technical Section of the Association were held at the Ambassador Hotel on the afternoons of October 5th, 6th and 7th.

The first meeting on Tuesday was presided over by J. G. Sweeney of Brooklyn Union Gas Company.

Report of Gas Production Committee, C. C. Russell, Chairman opened the program. Subjects covered in the report included Carbonization and Coke; Increasing Gas Production from Coke Oven Plants; Manufacture of Higher B.t.u. Gases; Survey of Gas, Coke, and By-Product Making Properties of American Coals; Use of Oxygen in Gas Manufacture; Use and Handling of L.P. Gases; Water Gas and the Report of the Builders' Section.

Much of the subject matter was presented at the A.G.A. Joint Production and Chemical Committee Conference held May 24-26. Complete copy of the Report available through A.G.A.

Bureau of Mines Demonstration Plants in the Synthetic Fuels Picture by L. L. Hirst and Associates at the Bureau of Mines, Louisiana, Mo. was next on the program and was followed by:

High B.t.u. Oil Gas Process, presented by C. E. Utermohle of Consolidated Gas of Baltimore.

This paper describing the Hall Process was supplementary to that presented at the Production and Chemical Committee Conference in April which was published in the July issue of *American Gas Journal.*

L to R—A. C. Cherry, (Chairman, A.G.A. Technical Section) The Cincinnati Gas & Elec. Co.; W. R. Fraser (Vice-Chairman, A.G.A. Technical Section) Michigan Consolidated Gas Co., Detroit; P. T. Dashiell, United Engineers & Constructors, Inc., Phila., Pa.

A summary of the oils used and operating results are given in the adjoining tables. Conclusions reached are as follows:

"Thus it may be seen that the tests proved conclusively that this type of machine is capable of producing 1,000 Btu oil gas with oil having Conradson carbon contents from 0.2% to 13%. During the entire period of operation of this machine no stoppage has ever developed in any of the set shells or checkers as a result of carbon deposition and no carbon has been removed manually or by burning by additional blasting. The superheater checkers used during these tests are the original checkers and now have been in service for 5,100 hours. Therefore the original objective of this research project has been successfully reached.

"It should be remembered that these tests were run after adapting certain equipment which was available and which therefore had certain restrictions. Only one cycle which appeared to be most feasible was employed and no attempt was made to explore the effect of cycles of other sequence or length. Without any doubt greater capacities and slightly better efficiencies can and will be obtained on equipment designed and constructed for the specific purpose of manufacturing high Btu oil gas by this process."

The Dayton-Faber Process. This process for the manufacture of oil gas and reformed gas with the use of oxygen-enriched air was presented by W. F. Faber.

Diagram of the Oxygen Oil Gas Generator and flow diagram of Oxygen Reformed Natural Gas are given herewith along with summary and conclusions as follows:

(a) *Oxygen Oil Gas*

"A total of seventeen gas production tests were made with the 5000 cu. ft. per hour Oxygen Oil Gas Generator, the fuels gasified ranged from low grade gasoline; Pennsylvania straight run gas oil; Atlantic No. 2 fuel oil; Texaco No. 2 high sulphur oil; and Socony No. 3 cracked fuel oil. The gases produced ranged from 300 to 950 BTU per cu. ft., specific gravities ranged from .78 to .91.

"The results obtained from the tests with the Dayton-Faber Oxygen Oil Gas Process are interesting to the gas industry from the standpoint of range of heating values per cu. ft.; chemical analyses and impurities present in the gas. The conversion efficiencies are high and the process is worthy of consideration for the production of "city gas."

"In addition, the process and apparatus has the following advantages:

TABLE II - OIL ANALYSIS:

Conradson carbon, %	.20	3.16	6.02	13.03	12.56
Ash content, %	.02	.01	.04	.16	.16
Enriching value, M Btu per gallon (Dick Method) (avg. of 1400,1500,1600°F results)	103.6	98.8	102.5	93.8	95.2

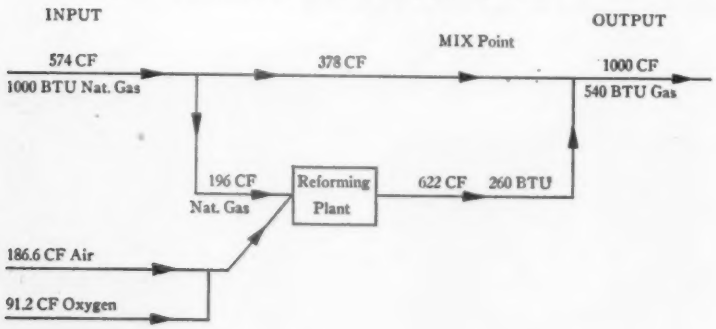
TABLE III - OPERATING RESULTS:

Btu of gas per cubic foot	1046	1006	1047	966	974
Specific gravity of gas	.855	.866	834	.867	.833
Gals. Heat oil per MCF +	.99	.80	.95	.28	.69
Gals. Make oil per MCF +	11.50	11.46	10.67	11.69	13.31
Gals. Total oil per MCF +	12.49	12.26	11.62	11.97	14.00
Gals. Tar per MCF +	2.56	2.73	2.30	2.63	*
Gas made per day, MCF +	5,952	5,088	5,088	3,576	3,504
Thermal efficiency, %	79.2	80.9	81.8	80.6	

* Tar measurement lost due to stills boiling over

\+ 1000 Btu Basis

FLOW DIAGRAM OF OXYGEN REFORMED NATURAL GAS
FOR PRODUCTION OF 540 BTU CITY GAS



J. G. Sweeney, (Chairman, A.G.A. Chemical Committee) The Brooklyn Union Gas Co. and E. O. Mattocks, Phillips Petroleum Co.

Low Investment Cost; Minimum of Labor; Continuous Production; Flexibility of Operation for the production of oil gas or reformed gas of any desired heating value with the use of oxygen-enriched-air.

(b) *Oxygen Reformed Gas*

"The results of the reformed natural gas tests indicated that natural gas (96% methane) can be reformed to a 260 BTU gas of .64 sp.gr. and thence cold enriched with straight natural gas to a 540 BTU gas or higher of approximately .62 to .65 sp. gr. reformed mixed gas, utilizing the Dayton-Faber gas generator which is readily adaptable for oxygen-oil-gas or reformed natural gas.

"Moreover, the Dayton-Faber Generator can be utilized, if desired, for the production of straight Dayton Oil Gas of 300 to 450 BTU or Faber Reformed Natural Gas of 300 to 900 BTU—without the use of straight oxygen.

(c) *Oxygen Production*

"For the status of commercial production of oxygen, reference is hereby made to the "Report of Subcommittee on the use of Oxygen in Gas Manufacture" by L. L. Newman, presented at the A.G.A. Joint Production & Chemical Conference, at Asbury Park, N. J., May 26, 1948."

Several tables on tests, analyses and operation costs are included in the paper.

Report of Chemical Committee, J. G. Sweeney, Brooklyn Union Gas Co., Chairman, was presented in pamphlet form, included Subcommittees' reports on Gas Analysis and Calorimetry, Analyses and Tests, Stresses and Strains and on Tar Dehydration. It also reviewed activities at the Joint Production and Chemical Conference held May 24-26. Copies available from A.G.A. Headquarters.

Safety Requirements for Liquefied Petroleum Gas Installation. This paper presented by E. O. Mattocks recommended that sound engineering principles in design, construction and operation of equipment be employed to assure safety in operation. To quote:—

"Each container used in LPG service should be equipped with relief valves which have been flow tested to show that they can pass the required quantity of LPG as indicated by Fetterly's formula. These valves should be set to operate at a pressure not more than the designed working pressure of the container (other than the ICC containers), assuming it is constructed with a factor of safety of four.

"The use of the excess flow valve to stop the flow of LPG from the container in case a line is ruptured has proven reliable and worthwhile. These valves should be installed in all openings in a container (other than ICC) except those connected to the relief valve and gauging device.

"If five or more containers are installed in a group, a water hydrant should be located reasonably near. A hydrant should be provided for approximately every ten tanks. A hose cart with a sufficient length of hose should be installed at each hydrant and equipped with a combination fog nozzle. The hose cart should be protected against the weather.

"If more than five containers are installed in a unit a wheeled dry chemical first aid fire extinguisher should be located near or in the hose-shed. One large first aid fire extinguisher should be adequate for five to ten containers. If more are installed in a group two wheeled first aid fire extinguishers should be used, one being located at each end of the row of containers.

"At least one portable first aid dry chemical fire extinguisher should be located at each vaporizing house, pump house, unloading rack and, filling plant. These extinguishers should be located outside the buildings at an easily accessible place."

Physical properties, transportation and storage were also dealt with in this paper.

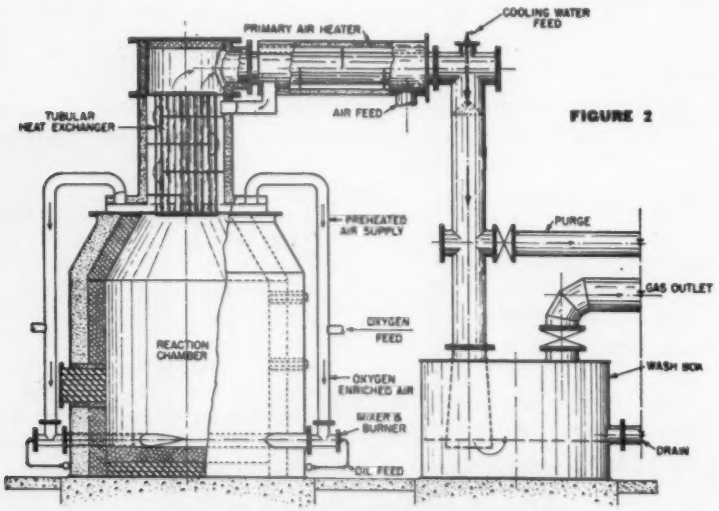


FIGURE 2

DAYTON-FABER OXYGEN OIL GAS GENERATOR

Field Experience on Gamma Ray Inspection of Welds in a High Pressure Pipe Line. This subject was presented by A. B. Lauderbaugh, Chief Gas Engineer of Manufacturers Light and Heat Co. and Stanley A. Brosky of Pittsburgh Testing Laboratory. A number of slides were used to illustrate their subject.

Fusibility of Ash and Its Relation to Clinkering in Water-Gas Generators, by William T. Reid and John F. Foster of Battelle Memorial Institute, dealt with the properties and composition of coal ashes and the effect of clinker formation on gas generator linings. In a summary they state:—

"From studies in an experimental generator, it is concluded that slags which exhibit a viscosity of approximately 50 poises at 2600F behave in a manner which permits removal of the resulting clinker from a generator without excessive difficulty. Methods of adjusting the viscosity of a slag to this acceptable level by the addition of silica to increase viscosity, or by mill scale to reduce viscosity, are proposed."

Some 14 references are appended to the paper which includes a number of charts and tables.

Report of Distribution Committee. H. W. Nicolson Chairman, opened the second session of the Technical Session on October 6.

The report of some 50 pages records the activities of the several subcommittees on Construction and Maintenance, Distribution Design and Development, Meters and Metering, Safe Practices in Distribution, Work on Consumers' Premises and reports on luncheon meetings.

Copy of the report available through A.G.A. Headquarters.

Construction and Maintenance of Regulator Vaults was covered in paper by Hubert G. Howell, Chief Engineer, Gas Division, Memphis, Tenn. It describes design and construction of sidewalk and street vaults. These are being eliminated wherever possible by placing regulator installation above ground on a 6 inch concrete slab with woven fence enclosure. Attention is also given to Gas Dispatching Department and Equipment, Maintenance and Inspection.

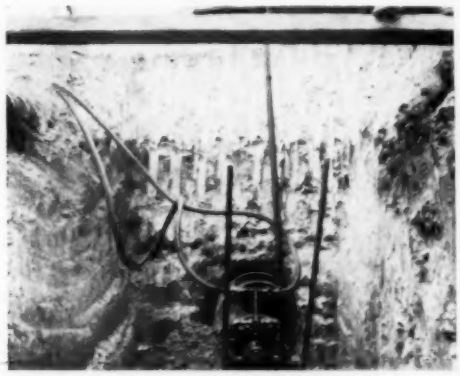
The Safety Engineer Looks at the Record. This paper read by D. C. Stewart, Safety Supervisor, Niagara Hudson Power Corp. analyzed with some detail the frequency and severity rates of accidents in the gas industry from 1929 through 1947.

NOW!

YOU CAN DRILL HORIZONTAL HOLES FOR 24" PIPE

Here's the fast way to install pipelines up to 24" dia.—for gas, electric, telephone or water mains. Smaller (3" dia. and up) drills are available for conduit, telephone, electric and other service connections.

KA-MO Drills horizontal holes through a caisson which is pushed or pulled along as the hole progresses. Using a caisson enables you to drill through sand, gravel or other free-flowing materials.



It's a 24" Hole!

Drills under embankments, streets, alleys, driveways, parkways and railway tracks. KA-MO Drills are now being used by leading gas, electric, telephone, water companies and contractors.

For vertical or angular holes, KA-MO Drills can be mounted on any standard truck—or supported by a light tripod which can work as far as 200 ft. away from the truck or generator. Drills 20" dia. holes in average earth, 2 ft. in five minutes.

Only Light Equipment Necessary for This Type Work.

Get the facts on this extremely economical method of speeding pipeline and conduit installations.

Tell us about the conditions on your work and we will gladly submit recommendations based upon our broad experience covering a wide variety of conditions.

KA-MO TOOLS, INC.
2121 S. Troy Street • Chicago 23, Illinois

4000

Causes are set forth in tabular form on 166 fatal accidents from 1938 to 1946.

"Today we know a great deal more of the causes and cures of accidents than was known years ago. Today we know that almost all industrial accidents are preventable. Today most managements accept responsibility for the prevention of injuries to employees more than in earlier years. Today the realization grows that accidents and general inefficiency of operations are so inextricably bound together that the accident rates are not only indexes of how often and how badly people are injured, but of how a number of other vital factors in the operation of the business are going. Yet with all this our rates are climbing.

"If each person present goes back to his company and job, and does more for accident prevention than he has ever done before, he will find that his increased interest and participation will be multiplied many times as others are stimulated to greater effort by his example and leadership. Will we measure up to the task?"

The Meter Superintendent's Viewpoint was presented by Robert J. Ott, Philadelphia Gas Works. He called attention to the factors influencing meter performance, these being, gas conditions, meter design, meter manufacture, handling and setting, and maintenance. Quoting in brief:—

"The Meter Superintendent has one responsibility with regard to gas conditions that should not be neglected, and that is the responsibility of keeping in touch with the Production Department. He must call attention to the effect of gas conditions on meter performance so as to be sure that the Production Department will do the best it can for his meters.

"The meter manufacturers have worked effectively to produce a better meter and to keep the cost down. Meter prices are about 66% higher than prewar, which is a smaller increase than applies to most items the gas company needs.

"The production engineers have done a wonderful job in bettering gas conditions."

Technical Section, L. to R.: D. C. Stewart, Safety Supervisor, Niagara Hudson Power Corp., Buffalo; R. J. Ott, Superintendent Meter Division, The Philadelphia Gas Works, Co.; Hubert G. Howell, Chief Engineer, Gas Division, Memphis Gas and Water Division, Memphis, Tennessee.

Motor Vehicle Problems by M. C. Alves, Union Electric Co., St. Louis opened the third session, followed by *Utility Bodies Within the Gas and Electric Industry* by Brooke Daly, St. Louis, Mo.

Modern Purging by G. R. King, Philadelphia Electric Company dealt with modern purging practice.

He stated in part that "each job should be thought out and planned to determine the safest way of doing it; the best way to remember the plans is to write them down with drawings or sketches.

"And after being written, what is to be done with the written procedure? It is to be used: The steps in its use are:

"(a) Approval of the procedure by superiors. It is not sufficient that the procedure be prepared by a foreman, or even a Superintendent. Due to the risks involved the top operating men should review the procedure so that they may know what equipment is involved, its effect upon operations, and how the work is to be accomplished. They should cite their opinions and suggestions; from these discussions the final procedure is evolved —and the top men should show their approval by signing the final form of the written plans.

"(b) Discussion of the procedure with the personnel who will participate in the actual purging. This is very important.

"Some companies may not have gone in much for purging. Some companies are small, and do not have occasion to do much purging. To them I suggest this: When a purging job arises, don't "just purge." Ask advice first. There are quite a number of companies that do much purging, who will be glad to give you the benefits of their experience, and will be pleased if you would visit them for suggestions.

"The A.G.A. has two booklets which cover the practical side of purging and which may be obtained from the A.G.A. Headquarters in New York. These are being expanded, but at the moment they are the best general purging instructions available."

Technical Section: Left to Right: Brooke Daly, McCabe-Towers Auto Body Co., St. Louis, Mo.; Francis Rudman, Michigan Consolidated Gas Co., Detroit, Mich.; M. C. Alves, (Chairman, Motor Vehicle Committee) Union Electric Co. of Missouri, St. Louis, Mo.; G. R. King, Philadelphia Electric Co.; G. E. Hitz, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y.

Clark Bros. Co. Will Produce Flader Compressors

A joint agreement between Frederic Flader, Inc., North Tonawanda, New York, and Clark Bros. Co., Inc., Olean, New York, has been entered into whereby Clark Bros. Co., Inc., will manufacture and distribute gas turbines and axial compressors of the Flader design for general industrial use. The agreement contemplates that Flader will be responsible for research, engineering and design and that Clark Bros. Co., Inc., will manufacture and market these products.

The Flader axial flow compressor, based on a new principle of design, has recently been developed to a high degree of efficiency and Clark expects to develop a wide market for application in the mining, petroleum and chemical fields which the company presently serves.

Recipients of the Technical Section "Service Award" which was presented to all past-chairmen of the Section in recognition of their service. Awards were mailed to those past chairmen not present, and sent to the widow or relatives of deceased chairmen.

1st Row (L to R) D. P. Hartson, Vice-President and General Manager, Equitable Gas Co., Pittsburgh, Pa.; B. V. Pfeiffer, Manager, Gas Operation, The United Gas Improvement Co., Philadelphia, Pa.; Ross C. Cornish, Southern Union Gas Co., Santa Fe, New Mexico; John B. Klumpp, Cons. Engr., Philadelphia, Pa.; W. C. Beckjord, President, The Cincinnati Gas & Electric Co.; F. C. Weber, Glen Head, Long Island, N. Y.; R. G. Griswold, President, Electric Advisers, Inc., New York.

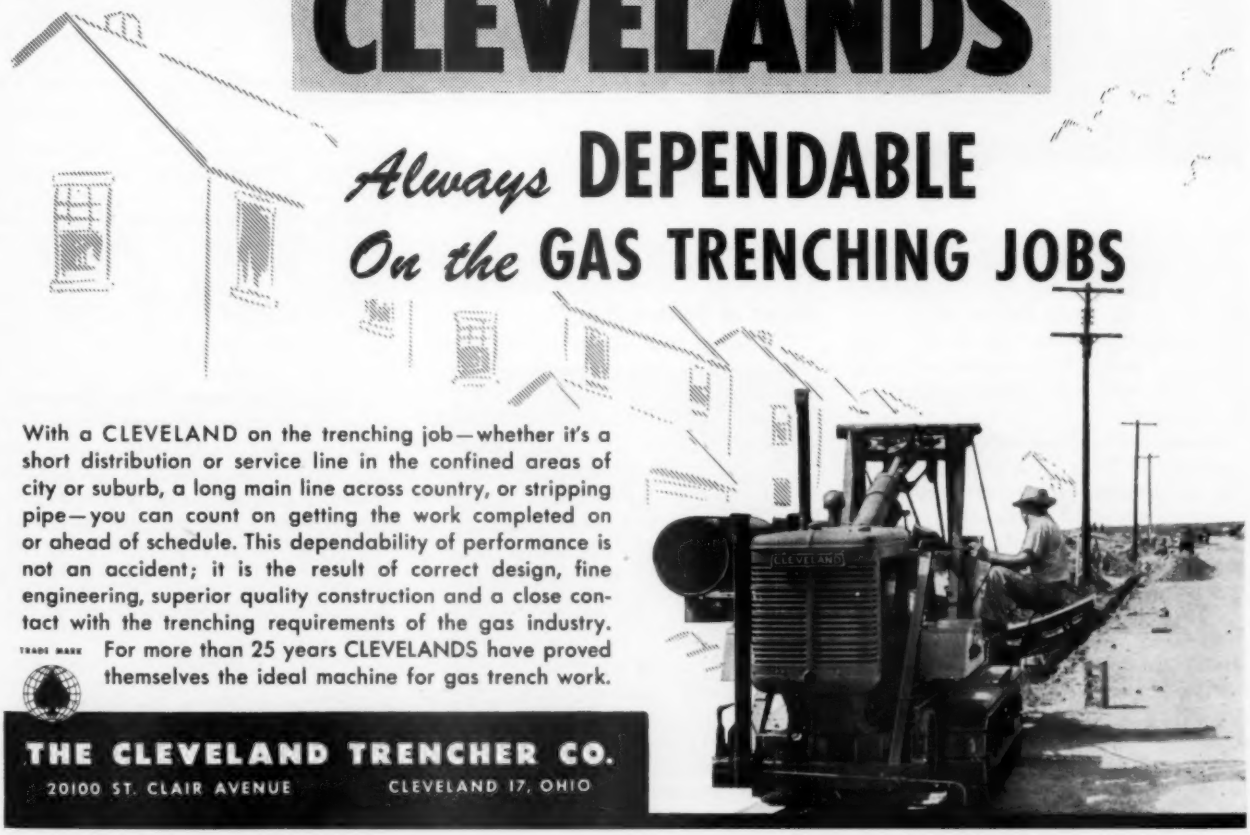
2nd Row (L to R) A. C. Cherry, Manager Gas Distribution Department, The Cincinnati Gas & Electric Co.; F. A. Lydecker, Vice-President, Public Service Electric & Gas Co., Newark, N. J.; I. K. Peck, Vice-President, Manufacturers Light & Heat Co., Pittsburgh, Pa.; Oliver S. Hagerman, President & General Manager, Virginia Gas Transmission Corp., Charleston, W. Va.; Charles A. Harrison, Vice-President, Sales, Toledo Edison Co., Toledo, Ohio.

3rd Row (L to R) Martin I. Mix, Operating Engineer, The Peoples Gas Light & Coke Co.; John V. G. Postles, Vice-President, c/o Production, The Philadelphia Gas Works Co.; L. E. Knowlton, Vice-President, Providence Gas Co.; H. L. Gaidry, Principal Gas Engineer, New Orleans Public Service, Inc.; C. S. Goldsmith, Engr. of Distribution, The Brooklyn Union Gas Co.

CLEVELANDS

Always **DEPENDABLE**

On the **GAS TRENCHING JOBS**



With a CLEVELAND on the trenching job—whether it's a short distribution or service line in the confined areas of city or suburb, a long main line across country, or stripping pipe—you can count on getting the work completed on or ahead of schedule. This dependability of performance is not an accident; it is the result of correct design, fine engineering, superior quality construction and a close contact with the trenching requirements of the gas industry. For more than 25 years CLEVELANDS have proved themselves the ideal machine for gas trench work.

TRADE MARK

THE CLEVELAND TRENCHER CO.

20100 ST. CLAIR AVENUE CLEVELAND 17, OHIO

Manufactured Gas Department

THIS meeting was held in the afternoon of Oct. 4th, Hugh H. Cuthrell, Chairman, Manufactured Gas Department presided.

Mr. Cuthrell described the extensive and expanding research program of the gas industry as "an insurance policy for the future for which we pay premiums from present earnings."

The title of his address was "Research and Promotion an Investment in Security." He told the number of research projects sponsored by A.G.A., of those of special interest to the manufactured gas group, he mentioned the following:

The Hall High B.T.U. Oil Gas Process, which is in the practical stage and is designed to help make cheaper gas by using lower cost fuels. Tests are now running in Baltimore.

The Fluidization project which seeks a cheaper gas making process through continuous operation, or using lower grade fuels, or both.

Coal Gasification which may lead to the use of lower grade coals.

Tar investigation which has as a principal objective a means whereby the value of tar as a by-product can be increased.

Mixed Gas Research which examines the basic fundamentals leading to a more favorable mixing of gases.

In his description of the industry's vast promotion campaign, the speaker stated:

"Through national advertising and promotion you not only put quality appliances in the customers' homes, but you reassure them that yours is a modern industry. This is an old industry—one of the oldest in the country—which gives it stability but it also makes it vulnerable to the charge that it is old fashioned. Women want the latest in modern home conveniences. If we are to hold that cooking load, we have got to give the women what they want."

Security of Industry

Another phase of the promotional activities, he explained, is the work being done with the motion picture industry as well as with participation in national food trade shows. He said that when a patron in a movie sees gas appliances in a certain picture that those appliances did not get into the film by accident.

In concluding Mr. Cuthrell said: "You and I know that research and promotion have been twins that have saved this industry every time the gloom was blackest. We are practical business men but we want to be in business tomorrow as well as today. Keeping this industry alive to the American public and meeting those needs is the best way I know of assuring the security of the industry."

Manufactured Gas Department: L. to R.: R. L. Presby, vice-president, Boston Consolidated Gas Co., Boston, Mass.; E. G. Boyer, Manager, Gas Department, Philadelphia Electric Co., Philadelphia, Pa.

Boyer on Peak Loads

"Meeting the Peak Load Promlem" was the title of paper presented by E. G. Boyer, Manager Gas Department, Philadelphia Electric Company.

Mr. Boyer emphasized the necessity of increasing the supply of gas by quoting figures on the rapidly increasing demands for gas for domestic, commercial and industrial uses of both manufactured and natural gas, "This is a matter," he said, "of interest to every gas utility and every effort must be made to meet it."

He then described the various methods of increasing gas production and the processes used such as high BTU gas, the use of LP gases, the catalytic cracking process, etc. He also calls attention to the importance of natural gas coming to the East to be used as a gas enrichment agent, which will greatly reduce cost of production. Several tables and a large chart are a part of the paper, which is a valuable contribution to the subject of peak load problems.

Natural Gas Piped to Philadelphia

Natural gas was scheduled to flow the week of October 4th into the West Conshohocken Gas plant, one of the major gas manufacturing sources of the Philadelphia Electric Company. This natural gas will be used as one of the raw materials in the production of manufactured gas. The supply of natural gas will be taken from the Big Inch pipe lines above Skippack, and piped along Skippack Pike to Broad Ave., thence south on Butler Pike, Chemical Road, and Colwell Lane to the north bank of the Schuylkill River opposite the plant, from which point double mains run under the river to the south side.

Although the total amount of natural gas to be received by the P. E. Company ultimately from Texas Eastern is twenty million cubic feet a day, initial deliveries will be much less. The full quota will probably be reached by December of this year.

The Company is also constructing a producer gas plant which will be used in combination with natural gas to produce the manufactured gas distributed in this area. This project is not simply the erection of producers, but the installation of boilers, piping, and many auxiliaries to make a complete unit. Work has been actively progressing throughout the present year and the plant should be in operation by December 1.

By the introduction of natural gas and the addition of producer gas, the capacity of the West Conshohocken plant will virtually be doubled, and will provide for the ever-growing demands for gas, especially for house-heating and industrial uses, that have increased greatly since the war and are expected to climb for some years to come. This expansion is not only for present needs, but is a part of the Company's long-range advance planning program.

Gas Appliance Sales Surge in Chicago During 1948

The Servel gas refrigerator has made its mark in the minds of "quality-minded" buyers in Chicagoland as indicated in the sales results of the first eight months of 1948. Throughout the city during that period, 12,785 new Servels were added to the Peoples Gas lines, an all-time high in the history of gas appliance sales in Chicago.

There was a great upturn in gas water heater sales during the same eight month period, due largely to the comparatively lower cost at present of heating water by means of gas. In the entire year of 1941, 5,551 water heater units were sold, whereas, during only the first eight months of 1948 18,660 units were sold and connected

Industrial and Commercial Gas

THE Industrial and Commercial Gas Section phase of the A.G.A. Annual Convention was held on Tuesday afternoon, October 5, 1948, in the Ritz Carlton Hotel.

Starting with a luncheon at which nearly 250 gas men and manufacturers were present, the speaker of the day was Frank H. Lerch, Jr., President, Consolidated Natural Gas Co., New York. His subject, "The Importance of Industrial Load to the Gas Industry" was of such interest as to attract top level management.

Frank H. Lerch, Jr., President, Consolidated Natural Gas Co., New York, guest speaker at the Industrial and Commercial Gas Section luncheon.

In speaking of industrial gas, Mr. Lerch said: "Our potential for future development is excellent but we must be aware of the responsibilities which come with growth. The benefits which low-cost, highly efficient gas fuel offers to industrial consumers are unlimited. My conclusion . . . is that industry must go after industrial sales. They are becoming as basic as domestic sales and often more attractive."

The first presentation after the luncheon was the annual report of the Section Chairman, Leon Ourusoff. Mr. Ourusoff summarized the activities of one of the most successful years ever had by the section. He then briefed the reports of all the committee chairmen. The report of the chairman together with the complete committee reports were distributed after the session. They are available from headquarters.

The afternoon session was geared to the PAR plan and the lead-off man was John J. Bourke, A.G.A.'s Director of Commercial Gas Cooking Promotion. Mr. Bourke spoke about the newest developments in the commercial cooking field. They are a small steam cooker for counter service and a pot washer. He stated that the new Vulcan Flavorizer which was to be demonstrated was a non-competitive piece of commercial equipment and had promotional possibilities. Mr. Bourke then introduced Connie Rollis of Standard Gas Equipment Corp., Baltimore, who spoke a few moments on the new Vulcan Flavorizer and started the demonstration of cooking. This was done at the beginning so that the various food items could be cooking during the balance of the program. Mr. Bourke continued with a summary of the promotion items available to gas companies. He particularly emphasized the new publications "Commercial Kitchens," and "Where To Get It," and described in detail how gas companies could use these books to the fullest advantage. He also spoke about the "saving gas" posters and the direct mail pieces which have been prepared and made available to gas companies. His presentation concluded with a showing of the new commercial film "Where Food Is Finest." This was the first official showing of this outstanding film to the gas industry and it was most heartily received by an appreciative audience.

The research aspect of the PAR plan was expounded by Don Campbell, Manager Industrial Division, Bryant Heater Co., Cleveland. He traced the progress of industrial gas equipment over the past decade and pointed out that progress was continuing at an accelerated rate so it was virtually important that industrial gas men keep abreast of technological improvements if they wish to be of service to their industrial customers. Mr. Campbell stated: "Let's have more research on gas combustion equipment so we can produce better results. Gas utilities individually and collectively can set the pace by encouraging their customers to buy equipment on a performance basis and not on price. This can only be done by continuous research on combustion fundamentals, development of better equipment and improvement in utility service.

Donald A. Campbell

One of the most important segments of PAR is "Advertising." Just how important it is, was demonstrated by Ray Fenton, Assistant Advertising Manager, The Peoples Gas Light and Coke Co., Chicago. By means of several charts—they were really cartoons—he brought home the whys and wherefores of advertising and publicity. Mr. Fenton pointed out how A.G.A. could be of material help to gas companies if they would only send in information and photographs to the staff. He cited an outstanding example of the type of publicity that will do the most good, which were the prize photographs of industrial and commercial gas applications on display in the G.A.M.A. exhibit in the Convention Hall.

Following Mr. Fenton's talk, Karl Emmerling, The East Ohio Gas Co., Cleveland and Chairman of the Nominating Committee presented his report. The names of Bernard T. Franck, Vice President, Milwaukee Gas Light Co., Milwaukee, Wis.; and D. W. Reeves, General Sales Mgr., Oklahoma Natural Gas Co., Tulsa, Okla., were presented as Chairman and Vice Chairman respectively. Upon a motion from the floor they were both elected unanimously.

Northern Virginia Gas Co. Receives Charter

The Northern Virginia Gas Company, Richmond, Va., was issued a charter by the Virginia State Corporation Commission on September 30th to engage in the sale and distribution of "bottle gas" in Middleburg, Va. Its charter also authorizes it to take over the assets of the Gas Company in that city. Humphrey O. Dodson, of Middleburg, heads the concern, and Hubert S. Dodson is secretary-treasurer.

New Gas Refrigerator Sales Contest Offers

VICTORY VACATION FLIGHT TO MEXICO CITY!

CHICAGO
EVANSVILLE
MEXICO CITY
THE FLAME OF FREEDOM PROGRAM
Sponsor: COMMITTEE ON GAS REFRIGERATION OF A.G.A. and G.A.M.A.
Donor of all awards: SERVEL, INC.

Quarterly cash prizes and trophies also awarded in The Flame of Freedom Program

Now, for the first time since 1941, a twelve-month Gas Refrigerator sales achievement program—with four quarterly campaigns—has been inaugurated. The aim of this program is to stimulate year-round Servel selling . . . and to reward those salesmen, gas companies, non-utility distributors, and dealers who do the most outstanding selling jobs between October 1, 1948 and September 5, 1949.

Never has the need for this type of program been greater. For as the sellers' market rapidly gives way to a buyers' market, vigorous, hard-hitting salesmanship is the order of the day. The new aggressive Servel "Flame of Freedom Program" will provide sales organizations and salesmen—both utility and non-utility—with the needed stimulus to sell harder . . . to sell continuously during the coming year.

The Flame of Freedom Program offers quarterly cash awards for salesmen . . . a special trophy for gas companies . . . and as an annual grand prize, a Victory Vacation Flight that promises to more than rival those well-remembered trips of 1940 and 1941 to Bermuda, Nassau, and Havana.

The first-quarter "Go—and get it" campaign is already off to an enthusiastic start. The second quarter gets under way January first. So keep your eyes open for advance information on it.

Servel Inc.,

EVANSVILLE 20, INDIANA

Residential Gas and Appliance Dealers Meetings

VOICING the theme "Now is the Time to Sell", meetings of Residential Gas Section on Wednesday afternoon and of Gas Appliance Dealers on Thursday were presided over by W. M. Jacobs, General Sales Manager of Southern California Gas Co.

The latter meeting was sponsored by American Gas Association and Gas Appliance Manufacturers Assn. and was tuned to the special interests of gas appliance and equipment dealers.

H. P. Morehouse, assistant sales manager, gas, Public Service Electric and Gas Co. was named vice-chairman of the Residential Section at the first meeting.

In Mr. Jacobs' opening address at this meeting, he strongly urged a policy of aggressive selling techniques and the expansion of sales forces in the industry. "We are now in a period of stiffening sales resistance," he stated, "that can only be overcome by the strongest, most concerted effort."

Gas range, water heater and other gas appliance sales have shown sharp increases in recent years, he said, but the electric range and certain other competitive appliances have made some gains by showing large *proportional* sales. The trend of these ratios must be reversed, he said.

Scores of sales tools are provided by the Residential Section of A.G.A., but, he pointed out, they must be widely *used* to accomplish their purpose.

The planning and action committees of the Section, plan their sales strategy a year ahead and then follow up by coordination with the A.G.A. national advertising campaign.

"What About Hot Water" was the subject of address by Dr. Pauline Berry Mack, director of The Ellen H. Richards Institute, Pennsylvania State College. She offered valuable data,—the result of an exhaustive study of washing conditions at various temperatures.

Dr. Mack recommended the use of 160° water for most power and home laundry work. This conclusion was based on 22,500 washes carried on in controlled operations with water temperature ranging from 80 to 180 degrees F. Optimum time needed to cleanse properly, 15 to 20 minutes.

Residential Gas Section: Left to Right: Edward A. McFaul, Evanston, Ill.; W. M. Jacobs, (Chairman-Elect, A.G.A. Residential Gas Section); Manager, General Sales, Southern California Gas Co., Los Angeles, Calif.; Dr. Pauline Beery Mack, Director, The Ellen H. Richards Institute, Pennsylvania State College; Frank H. Trembly, Jr., Asst. Sales Manager, The Philadelphia Gas Works Co.

Best results were obtained with soap concentrations up to .3 of 1% and unlimited use of soap was not effective. Water at 180° is completely effective as a bacteriological safeguard, while 160° water or lower, needed chlorine or other antiseptics to be equally effective in this respect.

"Single Point Ignition." In his paper on this subject, Frank H. Trembly Jr. Asst. Sales Manager, Philadelphia Gas Works made a strong appeal for aggressive promotion of this appliance feature.

He traced the experimental stages over the last 18 years which included a great amount of laboratory and research work on the problem. He stated that:

"The results today are beyond the fondest hopes of five years ago. Consistent flashing from the top burner pilot to the oven or broiler burner is now obtained over any practical range of gas pressures and oven temperatures on both manufactured and natural gas, using identical flash tubes. This is indeed an accomplishment worthy of the interest and attention of our industry."

Regarding present status of single-point ignition, Mr. Trembly said that some manufacturers have conducted their own research programs. "Six manufacturers have a total of about 300 field installations of single-point ignition ranges in Philadelphia, with some additional trial installations in other cities." Six range manufacturers displayed experimental single-point ignition ranges in their booths.

"Certain of these manufacturers." Mr. Trembly said, "are ready to produce single-point ignition ranges as soon as they can be tested and approved by the Laboratory under the newly-developed A. G. A. Approval Requirements, and as soon as satisfactory types of safety pilot valves are available. With greater acceptance on the part of the gas utilities, many other range manufacturers undoubtedly will adopt this type of ignition."

"Serve and Sell with Servel," a dramatic and elaborate stage presentation was conducted by R. J. Canniff. Servel sales promotion manager. It depicted developments in gas refrigeration and air conditioning coupled with advertising, sales promotion and Home Service features of their 1949 program, designed to aid the entire gas industry.

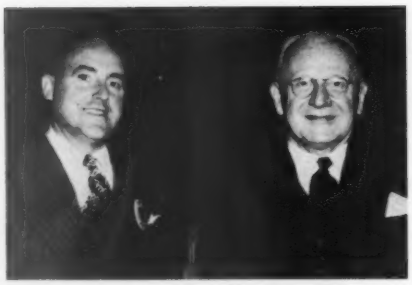
Mr. Canniff drew attention to the constantly increasing popularity of gas refrigeration, which will be further stimulated by plans for the largest advertising schedule in the history of his company during the coming year.

Following Mr. Canniff, P. R. Kennedy, P. A. Brown and J. Hewson in "March of Time" style described other points in the over-

all promotional program, emphasizing the market for gas air conditioning, the need of more sales manpower, adequate training and dealer support.

"The Flame of Freedom"—a full scale, 12-month achievement program for gas refrigeration salesmen sponsored by the A.G.A. and G.A.M.A. refrigeration committees, was announced. This includes quarterly cash awards for salesmen, special trophies to gas companies, and other incentives, culminating in a Victory Vacation Flight (available to gas company representatives, distributors and dealers) from Evansville, Ill., to Mexico City, returning to Chicago in time for the 1949 A.G.A. convention.

This session concluded with an address by Edward A. McFaul, Evanston, Ill., entitled *"So you Think You're Slipping?"* In lighter vein he portrayed the frailties and strength of the average man and woman. "Most people," he said, "face doubt, indecision, feelings of inferiority, resentment and other weaknesses that are only overcome as they make progress toward their ultimate goals."



Residential Gas Section: H. Preston Morehouse, Assistant Sales Manager—Gas, Public Service Electric & Gas Co., Newark, N. J. and H. S. Christman, Sales Manager, The Philadelphia Gas Works Co., Philadelphia, Pa.

Appliance Dealers Meeting

Opening this session on Thursday, Mr. Jacobs outlined briefly the vast undeveloped market which could be turned to profit by aggressive merchandising. He directed attention with emphasis on the replacement field among the 20 million domestic gas customers, their need for new equipment and additional appliances and the opportunities for sales in the new home field.

"The Sale's the Thing," presented by Harry Boyd Brown, President of Good House Stores Inc., Philadelphia, was a vigorous recommendation on high pressure selling as compared with "indifferent, take-it-or-leave-it type of selling."

"The whole manufacturing, distributing, merchandising structure is built on the selling efforts of the salesman" Mr Brown said, "and on what he does and says when a customer enters the store" and that "not alone has 'Gas Got It' but gas leads in the features that appeal to the housewife."

"Cashing in on Dealer Cooperation" by I. S. Anoff, President, Albert Pick Co., Chicago, presented reports from 25 cities, showing advances in utility-dealer relations.

"Dealer cooperation reduces costs and increases profits for all." Mr. Anoff declared. "The cooperating utility needs fewer salesmen yet gets the benefit of a vastly larger sales organization. The dealer benefits for he reduces competition." The dealers success of this program calls for more than wishful thinking. "It requires conscientious follow-through and sound merchandising."

"Gas Has Got It—for the Dealer" was the title of a pictorial and musical presentation by J. J. Quinn, V.P. Boston Consolidated Gas Co. and Chairman of A.G.A. National Advertising Committee.

Mr. Quinn said in part on the subject of the overall market potential for gas appliances:

"Some may think that the market has already reached a high point of saturation. This is not so. The market for gas appliances, with the resultant profit opportunity for the dealer, is tremendous. Consider gas ranges, for example. A total of 25 million modern gas ranges will be needed during the next five years, or five million each year to replace older ranges now in use, and to supply the great new home market."

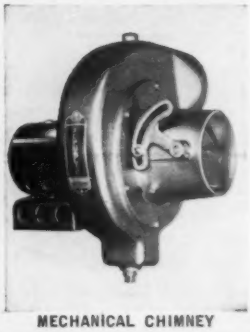
"Sales of automatic gas water heaters," Mr. Quinn said, "reached a peak of 1,800,000 in 1947, and 1948 is going to be another big-profit year." He added that there is an immediate potential market for two million gas refrigerator prospects and other gas appliances also are in popular demand.

In conclusion, Mr. Quinn said "Gas Has Got It" for the dealer because it has: "huge market, volume sales, good profits, fast turn-over, strong advertising and merchandising support, and customer satisfaction.'

"Tell 'Em and Sell 'Em", E. Carl Sorby, vice-president, Geo. D. Roper Corp., Rockford, Ill., brought the session to a climactic close. Dressed as a prophet in long silken robes and turban, he made a dramatic entrance and proceeded to predict the future with the aid of a crystal ball. The gist of his vision was conveyed to his listeners as the theme of his message, "Tell 'Em and Sell 'Em" or the future belongs to the man who sells.

Hundreds of dealers augmented the attendance at this session which had focused attention on the tremendous market opportunities for gas appliances.

THE REPUBLIC *SHURE-VENT* SYSTEM



MECHANICAL CHIMNEY

"... the chimney in a carton"

ANSWERS YOUR REQUEST for a positive and safe, automatically controlled venting system. It has been designed to easily handle the "special" jobs you must otherwise turn away.

The quiet, powerful Mechanical Chimney, together with the *extremely sensitive* Safety Control (which works on either pressure or vacuum) forms the "dependable" venting system you have long waited for.

When you need a CHIMNEY, remember the REPUBLIC SHURE-VENT

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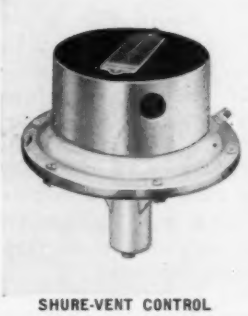


SHURE-VENT CONTROL

Accounting Section

THE Accounting section held several group meetings. The meeting of the General and Property Records Accounting group on Oct. 5th was presided over by A. A. Cullman, Coordinator General Accounting Activities Group.

A. V. Schwartz, Columbia Engineering Corp., Columbus, O., discussed the "Accounting for the Underground Storage of Natural Gas," Mr. Schwartz stated that it was the opinion of the Committee that a new account under the Current Asset section of the balance sheet should be created for the Stored Gas Inventory. Many companies in the Appalachian, midwestern and possibly other areas have invested many millions of dollars for development of adequate inventories of gas and it is believed such amounts should be shown separately on both published and internal balance sheets. An alternate method considered was the creation of a new sub-account under Account 131, Material and Supplies.

Gas placed in storage may originate from more than one source, that is, company production, purchases from small independents, purchases from major pipe line companies and so forth. It may be considered that commingled gas entering storage should be priced at the average cost of gas produced and purchased where both are involved, or at the average cost of all gas purchased, or at the average cost of gas purchased from major pipe line companies. In some instances the ability to store gas in sizeable quantities is made possible only through purchases from the major pipe line companies.

Many companies consider gas stored as having originated from purchased gas and do not favor the commingling of produced and purchased gas where both may be involved. In such instances the use of sub-divisions of Operating Expense Account 754, Gas Purchased, is suggested for concurrent charges or credits for deliveries to or withdrawals from Stored Gas Inventory. Such additional sub-accounts may be appropriately termed "Gas Delivered to Storage - Credit" and "Gas Withdrawn from Storage - Debit."

Other subjects presented at this meeting were "Coordination Within the Departments," by J. F. Preish, Michigan Consolidated Gas Co., "Coordination of Gas-Purchasing Accounts," by C. G. Moorehead, Hope Natural Gas Co., and "Contributions in Aid of Construction," by L. E. Reynolds, Conn. Light & Power Co.

A Joint A.G.A.-E.E.I. Taxation Accounting meeting was held, which was devoted to a round table discussion of current tax problems.

The meeting of the Materials and Supplies Accounting group was devoted to a discussion of several accounting subjects.

The meeting of the Customer Accounting Activities Group was presided over by A. W. Fyfe, Coordinator of the group. Several papers were presented on various phases of customer accounting. Copies are available at A.G.A. headquarters.

Accounting Section: L. to R.: L. E. Reynolds, (Chairman-Elect, A.G.A. Accounting Section) The Connecticut Light & Power Co., Hartford, Conn.; John A. Williams, (Chairman, A.G.A. Accounting Section) Niagara Hudson Power Corp., Syracuse, N. Y.; J. H. W. Roper, Supervisor, Customer Accounts, Washington Gas Light Co., Washington, D. C.

STAMANCO

ALL-WELDED PANEL DESIGN GAS HOLDERS

Designed and built to assure the highest degree of precision operation, and to reduce corrosion problems to a minimum. Let STAMANCO Engineers figure on your requirements for holders and other gas plant equipment.

The STACEY MANUFACTURING Co.
SINCE 1851
CINCINNATI 16, OHIO
GAS HOLDERS • HI-PRESSURE TANKS • PURIFIER BOXES
ENGINEERS • FABRICATORS • CONSTRUCTORS
An Independent Organization Not Affiliated With Any Other Builders of Gas Holders

AWARDS
Made at Annual Convention of A.G.A.

Distinguished Service Award

P. T. Dashiell, until recently vice-president of The Philadelphia Gas Works Company, now associated with United Engineers & Constructors, Inc., Philadelphia, received the highest honor within the gift of the American Gas Association when he was presented with the A.G.A. Distinguished Service Award for having made the most outstanding contribution of an individual toward the advancement of the gas industry. Mr. Dashiell was cited for his contributions in the development of manufactured gas production processes.

P. T. Dashiell

The Distinguished Service Award consists of a substantial financial acknowledgment and an engrossed certificate. The 1948 award committee consisted of R. H. Hargrove, Shreveport, chairman; A. M. Beebee, Rochester; and LeRoy M. Edwards, Los Angeles.

Mr. Dashiell is responsible for the initial development, in the early 1920's, which led to the general use of heavy oils in the manufacture of carburetted water gas, one of the most important economic developments in the industry. For nearly 50 years he has made many valuable contributions toward the technical advancement of the industry and has served as chairman or member of numerous technical committees of the Association. As chairman of the A.G.A. Gas Production Research Committee from its organization in 1944 until 1947, he directed the revitalized and enlarged production research program under the industry's PAR program.

Mr. Dashiell is a holder of the Beal Medal, awarded annually by the Association for the best technical paper presented at its meetings, and is the author of numerous articles on technical aspects of the manufactured gas industry. He is also a winner of the Walton Clark Medal, awarded by the Franklin Institute for outstanding work in the gas industry.

Beal Medal

Samuel W. Horsfield, gas production manager, Long Island Lighting Company, Mineola, N. Y., was honored for contributing the best paper to Technical Section meetings of the Association throughout the year. Mr. Horsfield received the Beal Medal for his paper entitled "The Catalytic Cracking Process As a Means of Peak Load Shaving," presented at the Joint Production and Chemical Conference last May. It was printed in full in the July, 1948 issue of this publication.

Samuel W. Horsfield

The award was presented at the second general session, October 6, on behalf of the donor, Ernest R. Acker, president, Central Hudson Gas & Electric Corp., Poughkeepsie, N. Y., representing the family of the late W. R. Beal who established the award in 1897. It consists of a bronze medal and substantial cash payment.

Mr. Horsfield was born and educated in Great Britain where he studied at the South Wales and Monmouthshire School of Mines concurrently with a five-year mechanical engineering indentured apprenticeship with Mountford Phillips & Co., engineers and manufacturers of mining machinery and equipment. He came to this country in 1925 and subsequently became an American citizen.

After engineering and design work for two New York City firms, Mr. Horsfield in 1927 became works superintendent at the Bay Shore Gas Works of the Long Island Lighting Company. In 1942, he advanced to staff gas engineer of all the system companies, and in 1946 was appointed gas production manager. He is a professional engineer in the State of New York.

Meritorious Service

Robert J. Ullom, an employee of The Manufacturers Light and Heat Company, Washington, Pa., was awarded the American Gas Association Meritorious Service Medal during the Association's thirtieth annual convention.

Robert J. Ullom

The award is given annually to the person performing the most outstanding life-saving act in the gas industry during the year. It consists of a gold medal, button and certificate and is made possible by a fund donated by the late Walter R. Addicks, senior vice-president of the Consolidated Gas Company of New York, (now Consolidated Edison Company of New York, Inc.)

Mr. Ullom received this high national honor in recognition of his bravery and presence of mind in rescuing an unconscious fellow worker whose clothes were on fire while himself suffering from severe burns and shock from an explosion which ignited a newly-drilled gas well. The explosion occurred on December 3, 1947, in the engine house of a new gas well being drilled near Claysville, Pa., while Mr. Ullom and an employee of a contracting company were working at the engine. After being thrown to the ground and suffering burns and shock, Mr. Ullom pulled his co-worker from the blazing engine house and beat out the flames.

Gas Heating Progress

Individual achievement in the field of creating, maintaining and increasing consumer demand for gas house heating was recognized at the convention. Three gas utility men were announced as winners of the second annual A.G.A. Gas Heating Progress Award sponsored by The Coroaire Heater Corporation.

L. J. Fretwell, chief commercial engineer, Oklahoma Natural Gas Company, Tulsa, Okla., was awarded first prize of $500 for his practical and effective program to upgrade gas heating installations and servicing. The program for which Mr. Fretwell was cited is an educational plan for dealers, builders, city inspectors and the consuming public. It also included adoption and enforcement of model ordinances on correct heating installations.

Second prize of $250 went to W. E. Davis, assistant general sales manager, Equitable Gas Company, Pittsburgh, Pa., for an outstanding dealer participation program to develop the gas heating market. Purpose of the program was to promote customer acceptance of high quality equipment and installation standards.

L. J. Fretwell

W. E. Davis

Robert E. Ginna

Third prize of $150 was awarded to Robert E. Ginna, vice-president in charge of sales, Rochester Gas and Electric Corporation, Rochester, N. Y. for the aggressive forward-looking gas house heating program for utilities outlined in the paper "What To Do About House Heating," presented at the New Jersey Gas Association's annual convention. In this paper Mr. Ginna advocated greater efforts by the utilities to serve the house heating customers, more research, and a more realistic attitude toward the future development of gas house heating.

New Factory Branches for General Controls

J. F. Ray, Director of Sales for General Controls, has announced the appointment of B. L. Lerch as Factory Branch Manager of the new St. Louis office, effective August 1, 1948. Mr. Lerch joined General Controls September 1, 1947 as Branch manager of the Dallas office.

O. D. Shaddox was appointed Factory Branch Manager of the New Oklahoma City office effective July 1, 1948. Mr. Shaddox joined General Controls December 1, 1945 as Sales Engineer at the Kansas City Factory Branch.

"The Gem of Them All"

COLUMBIA CONVERSION GAS BURNERS

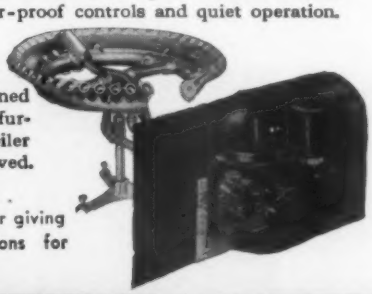
More Popular Than Ever

With Home Owners and Dealers

DEALERS SAY—Columbia Nutipe Burner has a common sense design. Closely duplicates operation of appliance when solid fuel was used. Easy to install. Seldom requires service.

HOME OWNERS SAY—Gives quick heat transfer and earlier delivery of heat to rooms. Has tamper-proof controls and quiet operation.

MODEL P-ZE shown here is designed for use in warm air furnaces or round type boiler where grates are removed.



Send for free folder giving complete instructions for installing

THE COLUMBIA BURNER CO.
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WHIPS PEAK LOAD LOW PRESSURE PROBLEMS

Here's Utopia for utilities! A combination gas-oil burner featuring the famous Gordon Spreader Flame principle. Burns gas until peak load periods threaten adequate supply then changes to oil. Burner switches automatically from one fuel to the other depending upon outside temperature. Maximum input capacity 165,000 BTUs. 275 gallon oil tank for stand-by fuel has proved sufficient in most areas to last all winter. Tremendous possibilities in domestic field. Write for descriptive bulletin TODAY!

DUAL-FUEL CONVERSION BURNER

ROBERTS-GORDON APPLIANCE CORP.
137 Arthur Street • Buffalo 7, N. Y.

Home Service Achievement

Outstanding individual accomplishments in the gas utility Home Service field were recognized when five winners of the nationwide A.G.A. Home Service Achievement Award sponsored by McCall's Magazine were announced.

These high national honors were awarded to Helen Kirtland, home service director, The Ohio Fuel Gas Company, Columbus, Ohio; Mrs. Arra Sutton Mixter, home service director, The Hartford Gas Company, Hartford, Conn.; Lois Dinneen, home service division, Equitable Gas Company, Pittsburgh, Pa.; Mrs. Nellie Oxrider, director of home service, The Dayton Power & Light Company, Dayton, Ohio, and Florence Wren, home economics adviser, Public Service Electric & Gas Company, Englewood, N. J.

Each of the winners received $200 and a bronze plaque. In this eighth annual contest, which is open only to gas utility home service personnel, awards were made in three divisions to individuals who made effective contributions during the year to the advancement of modern home-making by promoting the use of gas and modern gas equipment.

The winner in Divison A, which includes directors in home service departments of three or more individuals is Miss Kirtland, home service director of The Ohio Fuel Gas Company. Miss Kirtland was cited for the outstanding educational training program she has developed for the company's "Betty Newtons," as the home service personnel is called.

In Divison B, which was confined to home service departments of three or less members, top honor went to Mrs. Mixter of Hartford, for her effective activities with educational groups. Mrs. Mixter is well known in the Hartford area for her community service work with Connecticut homemakers.

The remaining three winners were named in Division C which is open to any individual member of a gas utility home service department.

Miss Dinneen was recognized for the excellent kitchen planning contest which she developed for the Pittsburgh area schools. Although she has been a member of Equitable Gas Company's home service department only for the past three years, she already is known for her work with Pittsburgh homemakers.

The second winner in Division C, Mrs. Oxrider, received an award for a well-executed plan developed for wide community coverage in equipment promotion.

Miss Wren, the third winner in Division C, was cited for an original idea of presenting the benefits of the automatic gas water heater to homemakers.

Gas Air Conditioning Award

The first annual American Gas Association Progress Award for Gas Summer Air Conditioning, sponsored by Servel, Inc., was presented to the Southern California Gas Company, Los Angeles. The award provides national recognition to the gas utility company judged to have made the greatest contribution during the year to the advance of gas summer air conditioning.

A check for $1,000 and a plaque were presented to the winning company. In addition, gold-plated replicas of the plaque were given to A. F. Michael, general supervisor of air conditioning sales, and 14 other members of the Southern California Gas Company who contributed to the award.

A comprehensive, aggressive sales promotion campaign conducted in Southern California during the year won top honors for the west coast utility. All forms of promotion were utilized to drive home the advantages of gas summer air conditioning, including live demonstration displays, permanent installations in company buildings, large scale newspaper advertising, radio commercials and home and building expositions. Full time architects, builders and contractors' representatives continuously promoted gas summer air conditioning equipment in the building field. General sales promotional meetings at key locations secured the active cooperation of employees in developing gas air conditioning prospects.

Safety Awards

Two operating units of The Ohio Fuel Gas Company were honored for their outstanding safety records. They received Merit Awards for their achievement in accumulating one million or more man-hours of work without a disabling injury accident. The awards were presented by Hudson W. Reed, A.G.A. president.

The gas utility divisions of Ohio Fuel which won this national recognition are:

Distribution District No. 3 of Elyria, Ohio, whose 175 employees have worked a total of 3,024,730 hours from April 2, 1939 to April 15, 1948, without a disabling injury.

Distribution District No. 1 of Toledo, Ohio, whose 295 employees have established a work record of 1,268,000 hours from January 29, 1946, to March 11, 1948, without a disabling injury.

United Gas Corporation Gets Lumberton Franchise

The Mayor and Board of Aldermen of Lumberton, Miss., have granted a 25 year franchise to United Gas Corporation under which the corporation has right to sell gas in the city.

The corporation is also given the right to charge reasonable and compensatory rates. Domestic rates considered "reasonable" at this time are $1.00 for the first 500 cubic feet of gas, 11 cents a hundred for the next 2500 cubic feet of gas and 6 cents a hundred for all above that amount.

Franchises similar to the above have been granted this corporation by Purvis and Poplarville.

Winners of the Home Service Achievement Awards: — Left to Right, Helen Kirtland, Mrs. Arra Sutton Mixter, Lois Dinneen, Mrs. Nellie Oxrider and Florence Wren

A Service for Women's Clubs

By Dorothy F. O'Meara
Home Service Director
Bridgeport Gas Light Company

LAST February when we invited Miss McQueen to our meeting for club women, I never imagined that I should be asked to tell you about it here in Atlantic City.

We called our meeting a Program Planning Session and invited the presidents and program chairmen of the leading women's organizations in our area to it. The purpose of the meeting was to provide group leaders with new ideas for planning better meetings and to give them concrete help in securing speakers, who would bring new life to their programs.

Probably you have all been asked by organizations in your communities to help find speakers for special meetings. Because we recognized the fact that clubs do need help we decided to undertake this project, to make our department a source of information and a speaker's bureau for women's clubs.

To the Home Service Department this provided the opportunity to bring together in our auditorium all the active, younger club women. Those women whose opinions are respected, and whose ideas on dress, child care, interior decoration are followed by their associates. Even their selection of a new range will have its effect on the thinking of their contemporaries.

"The Wonder Flame that Cools as well as Heats," A Club Demonstration Program on the Gas Industry, presented by the Home Maker's Institute of Servel was the inspiration for this project. This article was published in Agenda, the magazine for women's club leaders. Mr. Ronald A. Malony, our executive vice president, was so favorably impressed by the possibilities of helping club women, which this article created, that he asked the Home Service Department to help carry out this new program.

Program Planning

We decided on the Program Planning session as the best means of inaugurating this new venture. Securing our audience was our first problem. We began with the Parent Teacher's Associations. We obtained a complete list of all the associations from the presidents of the various councils in the areas served by our company. They also gave us the name and address of the president of each association.

Then we called each president, told her about our meeting and asked for the name, address and telephone number of her program chairman. In many cases when we told the purpose of our meeting the listener remarked that she belonged to some other group and gave us the name of the person to contact.

After we had listed all the Parent Teacher's Associations we started with church and civic groups. If we did not know the name of the woman's organization of a church, we called the church secretary and asked for the information. In a few cases we called the clergyman himself. We contacted nearly all the club officers by telephone, although we knew that before the meeting we were going to send out printed invitations. This telephone work seemed to consume a great deal of time and occasionally we wondered if it was really worth while, but on the day of the meeting we decided that it definitely paid. The telephone contact is alive, it gives an opportunity to answer questions, it establishes personal relations. And while we explained that a written invitation would be mailed, almost every woman wrote down the date while we were talking with her.

Invitations Mailed

About two weeks before the meeting we mailed the invitations, which explained the purpose of the meeting and named the guest speaker. The invitations and envelopes were printed by an outside firm. We mailed out one hundred and seventy-five invitations with a card to be returned indicating acceptance. The number returning cards was remarkable and we had an attendance of one hundred and thirty, which is about an eighty-five percent acceptance. When we started to make out our list we felt that we would be doing well if fifty percent accepted. We were amazed and delighted with the response.

When you are starting out on some new venture do you ever find yourself worrying for fear that no one will come and then turn around and start worrying that more will accept than you can accommodate? This was one of those times.

Selecting Speakers

In order to be of real service to these women's organizations we compiled a list of speakers. The men and women we enlisted are all authorities in their fields. They agreed to speak at women's meetings without cost. This is of course a prime consideration, since most women's clubs do not have money to spend for speakers.

Probably you think of Bridgeport as an industrial city, which it is, but we also have a university. Our university is young in years, but more and more it is having its effect on the life of our community. We have a number of speakers from the university on our list. They will speak on educational, civic and governmental topics. Two of our leading department stores were most cooperative. Their publicity directors, fashion and beauty advisors and interior decorators will speak, and in some cases they will put on a fashion show or demonstration.

Bridgeport industries are represented on our list, too. Anne Ketcham, the publicity director of the Warner Brothers' Corset Company will speak on "Foundation in Fashion." General Electric will provide a speaker on "Short Cuts to Fine Laundering." The American Airlines will show motion pictures with talks on travel, and the New York, New Haven and Hartford Railroad will furnish speakers and pictures on "A Great Railroad at Work" or for the sports minded, "Let's Go Skiing."

Men and women from our municipal government and our Welfare Agencies are on our list, for talks on homemaking and nutrition speakers are available from the Red Cross, the Community Nutrition Service, the Dairy Council and of course the Gas Company.

We chose the afternoon of February 9, for our meeting. This was on a Monday, an afternoon which was free from conflicting events. We planned our program carefully, selecting speakers who could give our audience truly helpful ideas. Mr. Malony welcomed the guests and told briefly why we had undertaken this project. Then he turned the meeting over to me.

Our first speaker was a member of the editorial staff of Bridgeport's daily newspaper. He gave the requi-

sites of good newspaper publicity. The audience liked this so much that the newspaper was asked to have the talk printed so that each club might have a copy.

The next speaker was the program director of radio station WICC. She listed the facts which a radio station must have if it is to broadcast news of a club meeting.

Social Gatherings

Since many clubs are carrying out projects which require money, a panel of four women described their club's most successful money-making schemes. One gave a very interesting talk on how to conduct a bazaar. Another talked about block parties, the third discussed rummage sales, and the fourth, Fade-a-Way bridge. There was time for questions after each of these women spoke and several members of the audience asked questions which showed how deep their interest really was.

Miss Lovia Trent, of Agenda Magazine, was our guest speaker. She gave pointers on planning programs, mentioned books which club women would find helpful in conducting meetings, and had the members of the audience fill out a questionnaire on their club's activities.

At the conclusion of Miss Trent's talk, I told the audience about the speaker's list and gave them a preview of the speakers and their subjects. Then we gave each guest a copy of the list for future reference.

Since several of the women who are listed as speakers were present, I introduced them, and suggested that anyone who wished could talk over her club's needs with these speakers and decide how the speaker could best serve her organization. The informal tea following the meeting gave ample opportunity for these contacts.

The department stores had set up exhibits, one a fashion display, the other an interior decoration exhibit. Representatives from each store explained to those interested the talks which th stores would provide.

For the informal tea and to make serving easier, we set up two tea ables. Since there are only two in ou. department, I asked friends among our guests to pour and pass refreshments. This left my assistant free to keep the coffee and tea replenished. I had a chance to keep my eye on things in general and also to visit with our guests and to see that everyone had an opportunity to talk with any of the speakers she was interested in meeting.

Our refreshments were simple, thin banana bread and orange bread sandwiches, tiny coconut cupcakes and brownies, tea and coffee. We did as much preparation beforehand as possible so that on the morning of the meeting, we had only last minute details to attend to. When Miss McQueen and Miss Trent arrived at noon everything was under control and we had no last minute rush or worry.

As you can well imagine it was a busy time for the Home Service Department, but because it was so successful, we plan to hold another Program Planning session this winter. We shall revise our speaker's list, add new names and titles. I hope that we shall be able to secure more women speakers on such subjects as flower arrangement, gardening, and other hobbies such as photography, collecting, painting and so on.

For our next meeting we shall ask local women, members of active organizations to tell how they keep their club members interested. We believe the audience gets the most benefit from speakers whose clubs have solved the problems which confront them. We shall also invite a guest speaker, probably from New York, some one who has worked with women's organizations and knows what their needs are.

Training Classes

One thing which we have not done but which I hope we may do is to hold training classes for newly elected officers. Often women are forced into the presidency who have never faced an audience before. It is disturbing to her and embarrassing to the members to have a nervous and flustered president. Much could be done to eliminate this inefficiency, if some one were to give these women a helping hand, and why shouldn't Home Service do it? Here is a real opportunity to serve your community. Along with teaching how to conduct a meeting, I would also give instruction on how to treat a guest speaker. Haven't you been asked to speak at a meeting only to see your time slipping away while members of the group argued over some trivial matter and the meeting got completely out of hand?

When leaders are properly trained, meetings will be conducted in a businesslike manner, time will be saved and members will be proud of their organizations.

This Service for Women's Clubs is a project which may be undertaken by the small as well as the large department. It requires careful planning and much preliminary work, but the results are most satisfactory. The help which you give these clubs provides a new means of making your Home Service Department an influential factor in the life of your community.

Presented at Home Service Round Table A.G.A. Convention, Atlantic City, Oct. 5, 1948.

Gas Heat for Milwaukee Suburban Town

The Milwaukee Gas Light Co. was ordered to furnish heating gas for 200 dwelling units being built in suburban Shorewood. The Public Service Commission ruled the builders of the $2,100,000 project had filed application for such service prior to the January 21, 1947 deadline.

CLEVELAND

"A" TYPE METERS
"B" TYPE METERS
DIAPHRAGMS

Cleveland Gas Meter Co.

ESTABLISHED 1875

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GAS PLANT EQUIPMENT

UGI REFINERY GAS REFORMING PROCESS
UGI NATURAL GAS REFORMING PROCESS
UGI HEAVY OIL PROCESS

GAS DISTRIBUTION

PIPE LINE CONSTRUCTION

THE U.G.I. CONTRACTING COMPANY

A DIVISION OF

UNITED ENGINEERS & CONSTRUCTORS INC

NEW YORK PHILADELPHIA CHICAGO

MAXIMUM RETURN TO CLIENTS PER DOLLAR EXPENDED

L.P.–Gas Appliance Dealers Merchandising Program

A LARGE and attentive audience of dealers and salesmen attended the "Flames of Freedom" session held in the Auditorium Ball Room on the morning of October 8th. This meeting was sponsored by GAMA and the Liquefied Petroleum Gas Association.

Frank J. Nugent, Sales Promotion Mgr. of Bryant Heater Company presided. His address of welcome was followed by greetings from H. Carl Wolf, H. Leigh Whitelaw and James I. Gorton with assurances of cooperation.

George S. Jones, Vice President in charge of sales for Servel Inc. spoke on Plans and Prospects for L.P. Gas in 1949.

He referred to the dramatic growth of the L.P. branch of the gas industry, now on a firm and solid base. While in 1941, users of L.P. gas numbered 1,700,000, he visioned 5,400,000 by the end of 1949.

Expansion of appliance sales to L.P. gas users offers a fertile market for the appliance dealer, since only 18% of them use gas water heaters and but 10% use their L.P. gas for refrigeration. Eighty four percent of L.P. users have electric service.

There is no need, he believes, to dread a buyer's market. "It is a normal situation and one to look forward to."

As to total Servel sales, the 3 millionth was sold last August. He made reference also to the new seven-foot model on display, at a lower price per cubic foot than earlier models.

The differential in cost between Servel and electric models is steadily decreasing. Production for 1948 and 1949 will show substantial increases in output. He expressed appreciation of the cooperation of the L. P. G. and other Gas Associations.

Expand that Commercial Cooking Market was the theme of address by D. J. Brogan, Sales Manager of The G. S. Blodgett Co. who gave a review of sales prospects in the commercial and industrial cooking field. A lafge part of the commercial field is available for L.P.G. installations. These would number about 220,000 prospects. Proper training of field men is essential to success and they should feature *service rendered* by gas equipment rather than the equipment itself.

There are 8500 kitchen equipment salesmen in the U. S. A., many of whom could be influenced in favor of L. P. G.

James F. Donnelly, marketing director for A. O. Smith Corporation spoke in behalf of gasfired water heater sales. While 1947 reached a high peak, this promised to repeat for 1948 in spite of electric competition.

The program for 1949 is a united effort on the part of all gas water heater manufacturers backed by A. G. A. and G. A. M. A. to make and keep the present market and to sell on the basis of superior performance. Details of this plan will be revealed in January.

Hot Water—A Luxury or a Necessity? This address by C.

(Continued on page 41)

POWER PLUS!
THAT'S SYNTRON

100% Self-Contained
Gasoline Hammer
PAVING BREAKERS

Save You Money and Time

Busting
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Tamping

A really SELF-CONTAINED demolition tool — does not need an air compressor or battery for operation.

—utilizing the explosive force of gasoline to produce 2,000 heavy blows per minute.

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SYNTRON CO.

920 Lexington Homer City, Pa.

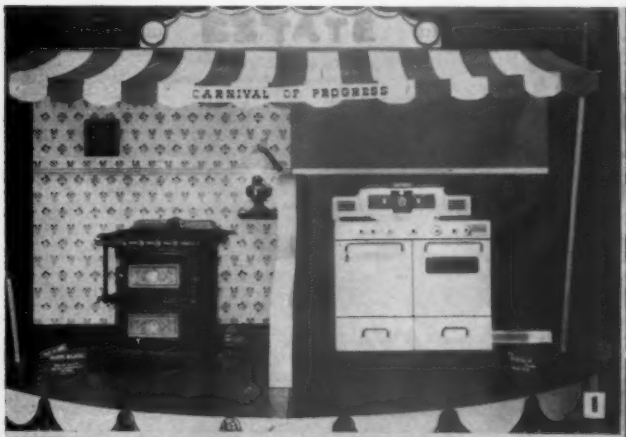
The Exhibition of Gas Appliances and Gas Equipment conducted by the Gas Appliance Manufacturers Association in the Auditorium reached a peak, with 170 exhibitors in this great display.

While domestic, commercial and industrial gas using appliances predominated, many exhibits were of unusual interest to production, transmission and distribution men.

Throngs of the delegates visited and inspected the exhibits which were open daily from 9 A.M. to 5 P.M.

Among the domestic appliances shown were many of the latest models of ranges, water heaters, space heaters, central heating equipment, air conditioning floor furnaces and controls. A dominating display was that of Servel which occupied the entire stage area.

Photos of a few of the individual exhibits are shown herewith.



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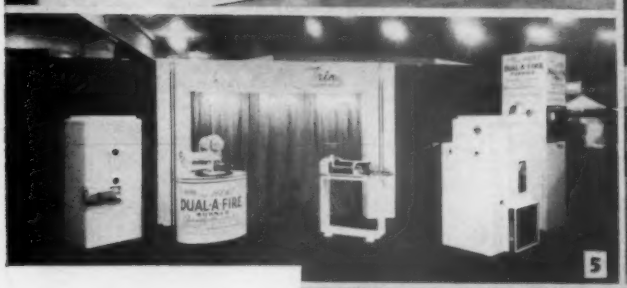

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1—Central Section of Estate Range Exhibit. The gas stove of 1886 and the Range of 1948.

2—Front view of Dresser Industries Display. This covered 3840 sq. ft. and housed individual displays of eight of the Dresser group of 13.

3—Sprague Meter Co. booth, club style, displayed complete line with revolving central feature.

4—E. F. Griffiths Co., Gas Meter Indexes and service stops.

5—Automatic Firing Corp., Conversion Burner and dual Gas-Oil Burners.

6—General Gas Light Co., Radiant-fires, Heat Cabinets and Wall Heaters.

7—Central section of U.G.I. exhibit with animated display in color of gas set in operation.
8—Booth of American Gas Journal.

Edwin Bartlett of Bartlett & Company, Philadelphia Pa., showed a keen analysis of the title selected and was punctuated with many subtle references to the classics. It is published in full on page 42 of this issue.

Cooperation Versus Competition was the subject of a stirring and dramatic presentation by E. Carl Sorby, Vice President of George D. Roper Corporation.

"Can sales organizations sell what manufacturers can produce?," he asks. The answer lies in the development of cooperative work on the part of all branches of the gas industry.

Pricing policies, he maintained, should be based on a complete analysis of all factors entering into merchandising, avoiding special price appeal in sales campaigns. Sell ranges on the basis of fine performance.

Let every salesman have the "Will to Sell the automatic gas range built to C. P. standards with an enthusiasm to sell for better living.

"If you are not doing anything about your Sales Training Programs now,—and an excellent one is available through A.G.A., plus many others including no doubt your own suppliers,—I most heartily and sincerely urge you to seriously investigate these Sales Training Programs that are available because sales techniques have been revised and good sales technique can remedy many sad sales situations that exist today."

The closing address **"How Long Will Prosperity Last?"** was presented by Dr. Herman Finer, Political Science Faculty Member of the University of Chicago.

Dr Finer stated that the "test of prosperity is the high rate of production." He felt that there was no cause for anxiety with regard to the demand for appliances that enter into our daily requirements. A "short run view" may present some anxieties, but in the "long run view" we can be quite optimistic. Unjustified speculation may affect certain industries and may have repercussions on business in general. Relation of goods available to money available is the basis for prediction on business conditions. He recommended maintenance of production and stabilization of present wage scale which would be profitable to the worker in the long run.

The afternoon was devoted to inspection of exhibits in the main auditorium.

Home Service Round Table

CHAIRMAN of the Home Service Round Table held Tuesday afternoon was Elizabeth J. Lynahan, Peoples Gas Light & Coke Co., Chicago.

The following subjects were presented:

A new Challenge For Home Service: Jane Schleicher, Home Service Director, The East Ohio Gas Co., Cleveland, Ohio.

Television, Next? Lester Vail, Director Daytime Shows and Television Show Productions, Inc. New York, N. Y.

Plans for School Laboratories: Dr. Helen Judy Bond, Head, Household Arts Dept., Teachers College, Columbia University, New York, N. Y.

Teacher Dinners: Helen Kirtland, Home Service Director, The Ohio Fuel Gas Co., Columbus, Ohio.

Detergents—Use in Laundering: Mrs. Helen Kendall, Household Equipment Editor, Good Housekeeping Institute, New York, N. Y.

A Service for Women's Clubs: Dorothy F. O'Meara, Home Service Director, The Bridgeport Gas Light Co., Bridgeport, Conn.

Miss O'Meara's paper is printed in full in this issue of the *Journal.*

A well attended Home Service Breakfast was held Wednesday morning, Miss Lynahan presiding.

Frank J. Nugent Heads Gas Appliance Manufacturers

John A. Robertshaw, retiring President of GAMA congratulates Frank J. Nugent (right) newly elected President at the Gas Appliance Manufacturers Exhibition, Atlantic City during the exhibit week.

Frank J. Nugent, Sales Promotion Manager, Bryant Heater Co., Cleveland, Ohio, was installed October 4th as the new president of the Gas Appliance Manufacturers Association at a meeting of the board of directors held in Atlantic City, N. J.

Mr. Nugent opened the Association's exhibition of gas appliances and equipment. The exhibition was the largest of its kind ever held and run concurrently for the week with the American Gas Association 30th Annual Convention.

Mr. Nugent, succeeds John A. Robertshaw, president of the Robertshaw-Fulton Controls Company, of Youngwood, Pa., as president of GAMA which organization has a membership of more than five hundred manufacturers. Mr. Nugent was formerly first vice president of the Association.

Other new officers installed were: First Vice President, Stanley H. Hobson, President, Geo. D. Roper Corp., Rockford, Illinois; Second Vice President, Frederic O. Hess, President, Selas Corporation of America, Philadelphia, Pa.; and Treasurer, John Van Norden, Secretary, American Meter Company, New York, N. Y.; H. Leigh Whitelaw is Managing Director.

Frank H. Adams, President, Surface Combustion Corporation, Toledo, Ohio and Nicholas R. Feltes, Bastian-Morely Company, Inc., La Porte, Indiana, were elected to the board of directors.

Hot Water a Necessity or a Luxury?

By C. Edwin Bartlett

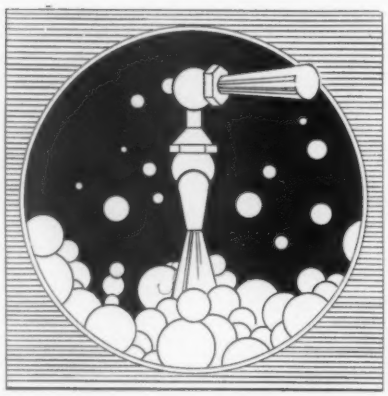
President
Bartlett & Company, Incorporated

YONDER is the Atlantic Ocean, a very useful and convenient arrangement. Proof it is, say chemists, that water is the universal solvent. Any element you may want is out there in the water in some quantity, however, minute. And all that water started out as clear, cold water whose usefulness around the house is limited to operating sanitary facilities, putting out fires, sprinkling lawns and, to a certain extent, quenching thirsts. Even charge it with CO_2 until every pinpoint effervescence goes off like a Roman candle and it is still good, for the most part only, to carry some other flavor to waiting taste buds. But heat it, sprinkle a few BTU's through it and you have *hot water*—the universal solvent of most problems of household care, convenience and cleanliness.

And with that recommendation it still has to be sold?

Not to the extent it used to be, it is true. Indeed, to see the water heaters in the windows of all sorts of dealers from undertakers to filling stations one might be forgiven if he had the idea that the public is rushing to buy hot water. Mr. McFerran's article in A.G.A. Monthly, June 1948 says that 1,850,000 Gas Water Heaters were sold in 1947. Also, said he, 1,100,000 Electric Water Heaters were sold in the same year. And still another statistic was that, so far, only 40% of American homes had automatic hot water. If there are 25,000,000 homes and 40% are using automatic hot water that means 15,000,000 homes have yet to be sold and that also means an awful lot of water heaters. And that statistic, by the way, is the last one in this paper. It gives rise to the question, How come such a lot of homeowners or occupiers have not joined the rush to automatic hot water? Why not?

Some essayist declared the public to be a great beast. Without going the whole way with him on that statement it could be conservative to agree however, that anyone trying to get free hot water from by-product furnace coil, summer-winter hook-up from an oil burner or range water back because his grandfather used to



get meagre hot water supply from a cook-stove can ill afford to laugh at a dog who turns around on the rug before he lies down because his ancestors had to trample down the rushes or forest leaves to smooth his bed. These funny attempts to beat the game, these evasions of the obvious need to face up to the problem of hot water supply squarely are really encouraging. They show that folks want hot water. They simply have to be worked over. Even petroleum from which comes our L-P Gas, bubbled to waste from many places over the earth before Drake sank his well. It did not have to be invented.

Indeed, these by product hot water devices are simply historic hangovers. They date from the days when the coal or wood stoves were the sources of household hot water. Cold water and hot water alike were free and when something formerly free is now charged for it is sparingly used and paid for grudgingly, at least, for a while. Remember the old five cent carfares? Is there any business deal so assiduously followed through by nearly everyone as the present fares, two tokens for a quarter or whatever it may be? Wipe out the moss-covered mental backgrounds of these hot water jiggers and the public would laugh at them as it would an attempt to foot pedal an automobile.

It might be a better approach to problem to admit that these millions of unsold want hot water but not yet badly enough to think of it as automatic by gas universally.

If our spending can be classified into seven major activities, as has been claimed, we spend to get: Shelter — Food — Clothing — Entertainment — Health — Education and Security.

Hot water ties definitely into four out of those seven urges that make us run:

1. Shelter—Home and all it means is difficult to imagine without hot water.
2. Food — Its preparation — the cleaning up afterwards—hot water.
3. Clothing—Laundry work requires hot water.
4. Health and Sanitation—Cleanliness in the aseptic sense as well as for appearance only—hot water.

These are not imaginative. They are real needs. A really active imagination could probably tie in the whole seven and make a 100% clean-up for hot water.

But, in all seven of these spending urges there are degrees as in the spectrum running from the deep or ultra violet of necessity to the brilliant orange of desire and luxury and the flow of the spending current is affected accordingly.

Sales Resistance?

While dealing with elemental, however, let us look at this spectre haunting the steps of the salesman—Sales Resistance. The usual picture of this extremely unhappy thing to a salesman is that of a big dam behind which is backed up a hoard of money or, perhaps, a safe of very burglar—and salesman—proof character. To get the prospect to spend some of this clinking gold, or current facsimiles, the salesman thinks he has to be oratorical dynamite to crack the dam or a glib can of verbal "soup" to blow the safe. This picture of Sales Resistance is as quaint as a Currier and Ives picture of Lower Broadway and nowhere nearly so accurate.

The money we earn, meaning the public, is spent. It is spent quickly. To verify this let each one of us be a committee of one to research the present whereabouts of our last month's very inadequate pay. No, Sales Resistance is the resistance of a flowing stream not that of a dammed-up river. This stream is flowing down the grade of neces-

sity and desire. The steepness of the grade determines the direction of the current. The successful sales effort must steepen the gradient toward its sales objective and in relation to the competition. If a wing-dam could be engineered into the stream it would help, too. This one thing is certain. The stream is flowing, the money will be spent.

Of course, necessities have the steepest gradient and will get the first and, in most cases, the main part of the flow. How many, many commodities are represented, therefore, as necessities by advertising and salesmen. Well, it is a good trick if it can be done. But Necessity is about the weakest sales argument that can be done into a package for the consumer willingly to buy.

It is weak:

First because it is essentially false. If the jigger to be sold were a necessity it would not have to be sold;

Second because it violates the first rule of salesmanship. It starts an argument. The prospect reacts negatively.

The Luxury Angle

If one has successfully and/or comfortably, mayhap in blissful ignorance, lived for a lifetime or quite a while without a certain something now exposed for sale by a salesgentleman it is very difficult suddenly to believe that that certain something has become a necessity, necessity being, by definition, that without which we cannot get along.

And who wants to buy a necessity, anyway? A necessity is a thing which one has to buy—food—housing—clothes and so on.

What one really wants to buy are luxuries.

The buy-words are—pleasure, enjoyment, delight, relish, zest, gusto, kick.

The fighting words are—necessity, compulsion, force, constraint. These are only a few. But did anyone ever hear of more than two kinds of necessity—sheer and dire? Neither of them ever is an eager and happy buyer.

Try dividing the business done in any one of the seven categories cited. Notice how large a proportion of it is on the luxury side.

In food for example, ask Ben Franklin. He writes in his autobiography that he lived so long on raisins and gruel when he was poor that when he grew affluent and could afford better foods he found it hard to accustom himself to them. Just how much floor space in a modern super-market would Ben assign to necessities?

So, in thinking of hot water selling and if we still feel that it definnitely does tie into four out of seven fundamental urges—may it not be that it, too, has its necessity side and its luxury side like all the rest of the commodities?

Really, there are just two ways of getting hot water that make sense: to the writer, that is; Hot water by appointment only, the necessity way by the circulating water heater where low gas bills can be assured by making it so hard to get hot water that little is used or, the desirable way the always ready way, the automatic way.

Any other way is either a by-product way, part-time way or wasteful. That is, if it is a by-product way the generation of hot water has nothing to do with the demand for hot water but with the demand for heat for some other purpose. Hence it is inherently wasteful.

If it is continuous but not automatic it requires labor—which all other household services, except, perhaps, the Exercycle seek to eliminate and it burns fuel continuously which is wasteful.

Now we know that automatic hot water, in many cases, has to be sold. To be sold, it must be made more attractive in the mind of the prospect than something else for which he may have intended to spend his money. The old "Creation of Desire" stuff; The earliest recorded sample of this starts like this—"Now the serpent was more subtle than any beast of the field which the Lord God had made. And he said unto the woman . . . and so on." The serpent had a pushover. He was playing the curiosity motive, rationalized under Education.

Fulfilling the Desire

Today advertising is used largely to create the desire which must be active before the sale is possible. It will probably be a long time before the water heater business will spend the millions to get the prospects where they are in cigarettes where the selling consists of getting you to diagnose your own symptoms, coughs, nerves, fallen arches, or whatever, and then to drop your money in the proper therapeutical slot to get the cigarette which is good for what ails you. Let not the salesman be discouraged by that condition because these cigarette and other large advertisers are spending their millions on the air, to do no more, indeed, not so much as the salesmen can do—talk to the prospect. All their millions for a few seconds talk, the commercial.

The salesman's listening audience may not be so large but he has the great advantage of the face-to-face talk, the printed word, the illustrated literature, the ability to get the question and answer technique into the interview. His is better than any advertising over the air or upon the printed page, point of sales advertising. And, he can be certain that his prospect, wants hot water and needs hot water because hot water appeals to the four great yens of any respectable family:

Hot Water Features

Hot water saves labor—definitely and most people being born lazy to some degree want to escape work. Remember the sentence Adam and Eve got for signing up with the serpent? "In the sweat of thy face shalt thou eat bread." In other words, work.

Hot water brings comfort. No doubt about it. And do we love comfort? There is no comfort in cold water. Bathing, shaving and all other personal uses are comfortable only with hot water.

Hot water conserves and protects health.

Hot water is an indispensable aid to cleanliness.

There is a brief recitation of four great yens of any self-respecting person—perhaps unacknowledged but yet existent. Anyone of them should close a sale of water heater.

But these yens may be buried deep under overlying layers of other desires. The hot water desire is there but it must be uncovered. It will be. Advertising today is really being done. Standards of living expressed in hot water are rising in every neighborhood. The salesman can know now that he is digging for sure pay-dirt.

People are naturally long-suffering. Habit is strong. A new idea is a shocking thing to many people. Moses had his trouble with this human trait. The Israelites after all they went through in Egypt, and it was plenty, finally got away and Moses had them at the Red Sea when the Egyptians came after them again. The conservatives ganged up on Moses pronto, quote, "Is not this the word that we did tell thee in Egypt, saying 'Let us alone, that we may serve the Egyptians'?" With reverence but accurately this might be paraphrased, "Didn't we tell you in Egypt when you were working over us for this escape idea that we were doing all right? Now look what is about to happen." That sale almost came apart. It took an aquatic miracle to save it.

The salesman will realize these initial reactions. He will expect the alibis to form a parade and start marching past the well-known given point. He will recognize them. They are old friends. But he will spar through them to the real objection and kill it. The odds in his favor today are overwhelming. His enthusiasm needs no hopping up. The facts make it real.

Replacements

There was a feeling in the days of yore that the old water heater had to be a casualty before it was to be expected that a new and modern one could be sold, or indeed, even ethical to make an approach to a sale. Today this is not true. It never was true. Why should it be true? The "Putt-putts" of the power mowers mightily offend me as I mow my lawn with one of the cast-off push mowers.

Fluorescent and Neon lights have run the old bulbs off the market. Sequence washers are obsoleting even the best of the old non-automatics. The gas refrigerator did not have to wait for the falling apart of the old ice-box before moving in.

So, in like manner automatic water heaters have so many advantages that they can be and should be sold on a replacement basis. Let us throw out the obsolete and give the customer hot water service as it should be not by appointment only or absent treatment.

Give him hot water as it was served to the boys in the barracks, the youngsters in the school gyms or the "Y's" or to the old man at the club or in the plant.

Modernization

Modern hot water service goes with modern bathrooms, modern kitchens, modern laundries and modern dishwashers. Sure it does, that is not news. But there is no reason for it to wait for things like that to happen in a home.

Let us reverse that thinking. Hot water allows a home to have those things. Get it first, then it is possible to have these other modern things. Let them follow the hot water. The automatic water heater will be giving comfort and happiness to the home in abundance even while the argument as to whether they can afford these other things goes on and on far into the night. Hot water is the engine not the caboose of the modern home train.

And, again, it is saleable. An appliance furthering four out of seven of our desires of the home-heart cannot be otherwise.

Markets

The market for water heaters, viewed from a height giving a reasonable long range perspective might very well cause a salesman or his boss to run around in circles leaping and uttering little cries of joy. Look at the 15,000,000 homes still to be sold water heaters. Think of the new homes to be built and building. If you do not get them going up they will be in the market for a water heater soon. Old homes are being replaced, especially the war-built jobs. The normal replacement market in older homes runs into hundreds of thousands but now it has been increased by the obsolescence of the small and/or low inout heaters now bowing out in the face of the increased demand of the modern washers, clothes—and dish—and the higher standards of service generally. Now add in the replacement of the so-called "Victory" models of the war and immediate post-war years due any minute now and the whole thing adds up to a statistic which would be more than usually unbelievable. Anyway, it's a lot of water heaters, and as certain as sunrise.

Competition?

In all this scramble for the water heater business it is natural to expect competing fuels to enter the lists. Virtually every fuel advertisement for house-heating now talks about furnishing hot water from the heating system and some very ingenious arguments are used to justify this by-product supply idea. All of them are acknowledgments of the rising importance of the hot water supply question and should be welcomed accordingly. Fortunately there is ample evidence from standard sources to show that except as an auxiliary, this by-product plan is in no position to compete with the single purpose gas water heater either from the standpoint of service or that of economics.

L-P Gas shares with manufactured and Natural Gas the overwhelming superiority over all other fuels for water heating as well as over a transmitted energy which, after all, is simply a fuel or equivalent, converted into another form of energy, toted across country and reconverted into heat.

"Gas Has Got It"

All of the economics in the competition of the fuels are essentially local matters. It is easy to see some parts of the country where wood is so cheap that on the cost side alone it would be the chosen fuel for water heating. Natural geysers in some parts of the world furnish power as well as heat. But in the greater part of the country "Gas Has Got It" economics to the contrary at times notwithstanding. The rates even on the energy generated, transmitted and reconverted which is offered as a water heating agent are sometimes quite low but if they are they are usually so qualified as to emphasize the advantage of gas the more. The rate is not the determining factor in the choice of an automatic water heater for the home. Scarcely a service in the modern home costs less absolutely than the service it replaced in the old-fashioned home. It might be that in absolute lowest cost candles are cheaper than electric light. No one seems to care. They buy electricity for light and then cut down its efficiency with concealing shades. Brooms might be cheaper than vacuum cleaners, postal cards cheaper than the telephone, and bus or trolleys cheaper than private motor cars. The public seems to want its comfort and efficiency. The cost is a secondary matter.

Gas is the modern method. It is an on-the-spot created energy. The same energy used in such modern things as planes, jet or otherwise, automobiles, stream lined Diesel trains, submarines. It is even used largely for generating the energy to be transmitted and reconverted before it can be used for heating water and which arrogantly and entertainingly arrogates to itself the exclusive use of the word modern or, it did for quite a while. Indeed, one of the amusing sights of a great city were big trucks propelled by this generated, transmitted, stored and reconverted energy crawling along the streets impeding traffic while gas driven cars tried to get around them and these lumbering trucks carried the while on their sides the emblazoned slogan that they alone were modern.

It can probably now safely be admitted that this gas,—coal—oil or water generated, transmitted and reconverted energy is here to stay, with certain reservations as to atomic power, and it can further be admitted that it has great utility but just why it is thought by some to be a water heating agent seems obscure. It would appear to have the same relation to that work as it has to its limited use in automobiles. Granting that it might under some schedules have a bit of an edge in cost is it not absurd in the face of the growing demand for more and hotter water in the modern home even to consider a

(Continued on page 54)

Controlling Construction Costs of Short Main Extensions in Small Towns

By

J. Y. Wheeler

Superintendent
Oklahoma Division, Lone Star Gas Co.
Ardmore, Oklahoma

AS A PREFACE to my remarks, I should like to read an editorial written by H. M. Taliaferro, president of the American Seating Company, Grand Rapids, Michigan, and published in the house organ of that Company, sometime ago.

The editorial appeared in *Management Information* under date of August 23, 1948. I quote:

"If ever there was a common problem, it is that of how to make our dollars buy more.
But more dollars, alone, isn't the answer. Thus far, more dollars have merely resulted in higher prices. Production has to rise correspondingly with the increase in dollars, to hold the price line where it is. Plainly, the only way to GAIN on this vicious circle is to increase production more than dollars are increased. So the real question becomes how to increase the volume of products more than we increase their cost. Management can help by providing better machinery and methods. And all of us, as employees, can further the common cause by using our time still more skilfully and industriously, through cooperative working, thinking and planning.
Greater production of this country's goods—at lower costs—is the surest means of making our dollars go farther."

In another Article appearing in this same issue of Management Information, John Scotti, foreman for Standard Motor Products, among other things has the following to say:

"All discussions between you and your employee must be in a soft, well-mannered tone of voice if you care to maintain his respect and continual cooperation. It is well to remember that admonishings delivered in the open with a harsh tone or superiority complex will always invite a challenge that grows to contempt, ridicule and finally conspiracy.
You must practice and believe at all times that you are not a driver but a leader of men and, as such, you must guide and direct them to the proper methods and procedures.
Your title as foreman or supervisor gives you the authority by the choice of management, but to execute your position efficiently you must earn that title from your fellow employees."

The statements I have just read are fundamental facts, not only in human relations, but also in fixing responsibility for costs in business.

Labor Costs

A few years ago the cost of short main extensions was not considered a very important matter in the general operations of a gas distribution system. A few laborers with picks and shovels—a small truck or a team—a welder—and presto! the job was done and the cost was not excessive. That was before the last world war and before recent radical adjustments and readjustments in our general attitudes and methods of doing things as well as in our modes of life. That was before laborers rode to work in automobiles and taxi cabs, and before many of them acquired the habit of going to bed late at night feeling "good" and getting up late in the morning feeling "bad." It was before time and a half and double time, and before many other conditions that confront us at this time.

I do not want to be misunderstood in my comments on current labor costs of either short or long extensions. The laborer is worthy of his hire, and is worth all he gets if his work is properly directed and supervised and he performs it well. If he doesn't earn his wage, it's usually the fault of those charged with the responsibility of planning and directing his work. This doesn't go for Plumbers and Bricklayers at $25 or $30 a day. I shall refer to this matter of the value of training and supervision again.

Planning Operations

Let's take a look at some of the things and conditions that have added to the cost of many small projects:

1. Starting before we get ready.
2. Starting in a big hurry with no plan.
3. Commencing a job with too little man or machine power.
4. Starting a job as an afterthought of the foreman and manager when they see a surplus of men on hand in the warehouse—that sort of start is not a planned operation.
5. Waiting until customer pressure for a given extension goads the management into action.
6. Failure to look ahead and plan so that two, three or four short extensions in the same general neighborhood may be started simultaneously and finished as one operation rather than making several separate jobs out of them.

Our company is divided into operating districts, composed of from one to fifteen towns. The district office is centrally located and many of the towns are operated from the district office. Where the business of an outside town is sufficient to justify it, we create a sub-district with a sub-district manager in charge. His duties are about the same as those of the district manager, except that he also acts as a foreman for his own town and other towns that form a part of the sub-district. Our heavier working equipment is kept at the district office, and is made available for use in all towns in the district. We consider it economical to operate the entire district as a unit—particularly in laying extensions and making replacement of mains. Under this system of operating we can train a crew of men better and give them wider experience and continuous employment in our business. We also find that training a small crew and keeping it busy is more economical than attempting to hire what is termed "extra help." This extra help must be trained and training costs money.

The 40-hour week, higher labor and material costs have made it necessary to plan and execute all operations in an orderly manner if unreasonable costs are to be avoided. A lot of us are doing things just like we did in the old 10-hour day. In every gas rate case I have read or appeared in the "reasonableness" of the cost of the plant and all extensions thereto have stood out and have had much bearing on the final adjudication of the rate. A good criterion of whether short extension costs are excessive and unreasonable—even in the light of present conditions—is can you justify them? When you go into court to justify rates you cannot stand entirely on the cost of pipe, or what

the pipe cost on the ground, or what it may have cost in the ground.

"Haphazard" methods of installation are frequent contributing factors to excessive costs of both long and short extensions and particularly is this true in short extensions.

Material Shortages

During the past few years all of us have been concerned and harassed because of material shortages and material costs. This is something we cannot control. Under these conditions we sometimes find it necessary and profitable to allocate to the more important jobs some of the materials that are obtained from time to time. This piecemeal allocation certainly does not make the cost of a given job any less, even tho it seems expedient. The habit of following the expedient course however, is a bad habit if allowed to become a habit.

Economic Operations

The most economical and expeditious construction of main extensions will depend largely upon the following:

1. The Installation Foreman should, be a man of intelligence, experience, ability, and dependability. He must know how to handle men. Local management has failed to exercise enough care in many cases, in the selection and training of foremen. No construction crew, however capable the rest of its members, can be efficient without proper supervision.
2. Other members of the crew, such as: equipment operators, welders, pipe fitters and other specialists, must know their respective jobs. Misfits, and incompetents should be weeded out of the gang as promptly as possible. They foul up the efficiency of the crew. Inefficiency costs money.
3. An extension should be routed so as to take advantage of all conditions offering the most economical construction. Extensions should always conform with system design and good engineering principles.
4. The position of the proposed extension in streets, alleys and parkways, in which it is to be placed must have consideration. Extensions should be so placed as to afford maximum use of all available construction equipment and thereby eliminate unnecessary hand labor.
5. All underground water lines, sanitary sewers, storm sewers, light and telephone cables, in the line of construction should be carefully located so that they will not be disrupted by the ditching machine, if one is to be used. (I found out about this when one of our crews cut an interstate telephone cable in two).
6. A complete detailed sketch or plan of installation should be made for the Installation Foreman. This sketch should show the property line, sidewalks, or curbs, and all underground and above ground structures. He should check this sketch on the ground.
7. Good and appropriate construction equipment is absolutely essential for economical construction. Too much or too little equipment and the wrong type of equipment will increase costs. Trucks with winches, booms, and backfill attachments, air compressors with accessory tools, pipe pusher, augers, pipe and cable locators, and proper hand tools are "musts" for efficient and economical construction. Many short extensions require as many pieces of equipment as some bigger jobs especially when pavement or rock is encountered.
8. Before commencing the job the foreman should check and know that all materials required for the project are on hand and should arrange for the delivery of the material to the job at the proper time.
9. Avoid lost motion. Proceed step by step with ditching, welding, testing, painting, laying and backfilling.
10. Service risers should be welded on before the main is placed in the ditch.

This is the way we try to operate in the matter of Plant additions and betterments. We would like to discover more economical methods as we realize that under present conditions new peaks of costs are being set month by month. So far as we have been able to obtain and employ labor saving machinery we have been pleased with the economies effected over the old method of ditching and backfilling by hand. However, the use of labor saving machinery requires skilled operators. Overtime must not be tolerated unnecessarily.

Training and Supervision

Now, I want to again refer to the value of training and supervision. You can't do a good job by hiring a crew and simply putting them to work. They must be trained and after they are trained they must be supervised. Not only that, but they must be properly trained and properly supervised.

Employees are human beings and they must be trained and supervised in a human manner. In this particular many managers and foremen fail. Not long ago a fine young woman in our organization was involved in a serious automobile wreck with personal injury to herself. Nobody in our organization knew then or know now, whether this young woman really knew the rudiments of safe driving in heavy country traffic. When something happens who is at fault is not highly important. We, in the gas business and in many other industries turn too many people out on "their own" without giving them proper training and proper encouragement. We fail to count the cost beforehand, it's so easy to add up after something happens.

Very recently one of our sub-district managers let a No. 4 meter with PV & T Gauge attached "slip through his fingers,"—damaging the gauge beyond repair. I submit to you that there is no valid excuse for dropping a No. 4 meter, except that those of us who have been responsible for instructing and training this man did not do our jobs properly. All of us, however, have learned something about the cost and delay involved in obtaining another gauge. Sometimes I feel that most of us can "figure" better than we can think.

I know a utility office that has a large turnover in women clerks. The manager who does the hiring can't seem to find anyone who can learn the work, and they are continually walking out in disgust. Who do you think is to blame in this case? And do you believe this office is operating within reasonable cost bounds?

Boys, you better teach the employees one thing at a time. This goes for girls as well as men. It often happens, that a laborer does not know how to dig a ditch. There's nobody to show him and train him except the foreman. You've not only got to tell 'em, but you've got to show 'em. I once had a very good foreman who spent most of his time showing his men how to do the job; he couldn't tell *'em*—so his crew stood around by the hour and watched him do the work. He never knew it, but I can tell you all *his "short extensions" cost too much.*

Adult Education

The greatest forward step that has been taken in my lifetime by the high schools and colleges of this country is in their advocacy of the science of "adult education." By it and through it they encourage all people to keep on learning. When you stop "learning" you are dead and don't know it. And in this business of ours, if you stop learning the short and long extensions and all other operations will cost too much.

None of us have "arrived" completely—none of us have achieved, or ever will achieve perfection. But some of you are a lot farther on the way than a lot of your associates. The scene changes, the stage is forever being reset—but there's no substitute for people—they must put on the "show." Your job is to teach the "know how" to all newcomers. If you don't it'll cost you.

The people who know how can do the job cheaper, even tho you pay them more money individually.

However and finally—if you do all of these things, and do them in the proper manner, you will likely think the costs are still too high—but the cost can be justified if the work is performed in the careful, planned manner I have outlined.

Construction Precautions

The careful, efficient foreman will see the job through without personal injury to his men and without exposing the public to hazards that should never be created. The competant, careful foreman knows without being told that accidents and personal injuries add to costs. He also knows they take their toll in public disfavor when any segment of the public is involved in corporate neglect.

If we cut pavement it must be promptly and properly replaced.

If we open ditches they must be properly filled.

New backfills in line of traffic must be tamped to avoid sinking.

How many of you have had to pay Mrs. "Popoofnick" for a broken automobile spring, or other car damage because she drives in an irresponsible manner, hitting unguarded and improperly filled ditches right and left that were made so by irresponsible crews? All of you know about this—you've all been guilty of occasional neglect that almost always has to be paid for.

However, "Premises Considered," as the lawyers would say, we conclude that all extensions along with all other company operations are not too expensive—even now—1948—when all men who have any responsibility in relation to the work, have been properly trained, and are properly directed in the performance of the job.

The sooner all of us realize that any excessive and undue cost of the job has its origin in the local management and in the improper direction of men, the better off we are going to be when the courts and the public pronounce their judgment on the *"case at bar"*—that means us—how we do the job—how we work—how we think—and how we "stack up," not only as workmen and managers, but as citizens of our town.

If we do the job right, it'll come out cheaper, and it will pay dividends in satisfaction and service until it wears out. We have to live with our work, so let's do it so that it will not be a constant source of embarrassment to us.

Presented at the meeting of Gas Division of Oklahoma Utilities Association, Biltmore Hotel, Oklahoma City, September 17th, 1948.

Bell Aircraft Company Acquires Schoenberger Co.

The W. J. Schoenberger Co., Cleveland, Ohio, manufacturer of valves and accessories for gas burning appliances has been acquired by the Bell Aircraft Company of Buffalo. No change will be made in the management or personnel of the Schoenberger concern.

Hydro-Scavenger

DRIP TRUCK

Removes Condensate From Drips
Opens Clogged Service Leads

28" Hg Vacuum For Loading
25 Lbs. Pneumatic Pressure For Unloading

The Material Does Not Go Through The Pump
A Flexible Machine! Available ANY SIZE!
Special Features Easily Incorporated
Gasoline Engine or Power Take-off
Write For Additional Information

This Trailer

Utilizes Vacuum and Pressure Alternately For Cleaning Stubborn Service Lead Stoppages.

A Money Saver!

WHITTINGTON
Pump & Engineering Corp.
1126 Prospect St.
Indianapolis 3, Indiana

Eleventh Annual Wassail
Gild of Ancient Supplers

Presented here for the first time is a complete assembly of all officers of the Gild of Ancient Supplers. Standing left to right: Warden Frank Post, Warden J. Albin Johnson, Sgt. at Arms Wilson J. Kite Jr., Warden Russell B. Wright, Alderman George Velte, Sr., Warden E. Carl Sorby, Warden Dave Sharpe, Mayor Mulcare, Warden Jack Fagan, Alderman Joe Messenger, Warden Steve Day, Past Mayor 1, Bill Guitteau, Warden Bob Cameron, Past Mayor 2, Ed Bartlett.
Insert, left to right, Warden K. C. Tomlinson, Glenn Niles, Keeper of the Treasure; Clerk, J. Van Norden; Alderman Wayne Smith, Warden Jack Busch.

SOME 385 members of the Gild of Ancient Supplers and Burghers gathered Monday evening, Oct. 4, at the Hotel Madison, Atlantic City, N. J., for the annual Wassail, which included entertainment and a buffet supper, concluding in time to attend the President's reception and dance.

The Hotel Madison's dining room and mezzanine was festooned and decorated by Armond's Convention Decorators to resemble a Gild Hall and the repast was set up on a long bar in the usual buffet style.

In addition to four eleven-rib roasts there were baked hams, roast turkeys and other choice victuals to satisfy the appetites of the most fastidious gourmets. Wines and beverages were available in great variety and in reasonable profusion.

At a short business meeting, the Gild voted to add past Mayors, the Clerk and the Keeper of the Treasure to its Great Council.

The 1949 Wassail will be held in Chicago Monday evening, October 17, opening night of the American Gas Association convention next year.

GOODMAN
USED SINCE 1897
"Z" HANDLE & LOCKING SLEEVE
GAS MAIN STOPPER

The Reliable Shut-Off for Street Mains

THE GOODMAN STOPPER

Now has the "Z" handle for easy manipulation. When locked in place it holds. Stopper cannot slip. Gas cannot pass. Adjusted in 30 seconds.

Ask for circulars on this and other distribution equipment.

Nearly a half century of service to the Gas Industry.

Safety Gas Main Stopper Co.
523 Atlantic Avenue, Brooklyn, New York

News of the Gas Industry

Billion Feet of Propane is Stored by Consumers Power

By October's end, a billion feet of propane gas will have been injected into the Winterfield gas storage field of the Michigan Gas Storage Company, a subsidiary of Consumers Power Company.

Since mid-July, tank cars of liquid propane from Texas have been arriving at a rate in excess of ten cars a day. The liquid is converted into gas and injected into storage to bolster the supply of gas that will be available to Consumers customers next winter. By the end of October, 1,200 tank cars will have been unloaded. That will end the first phase of the propane storage program. After a six-weeks interval, tank cars will come in at the rate of three a day throughout the winter.

This is the first time that propane gas has been stored underground in a gas storage field. It is one of several steps taken by Michigan Gas Storage and Consumers Power to offset shortages in pipeline deliveries of natural gas from Texas.

The Directors of the Providence Gas Co.

The Providence Gas Co., Providence, R. I., elected the following officers, effective Oct. 15th: L. E. Knowlton, Executive Vice President, J. L. Johnson, Vice President, Customer Relations, Dana M. Swan, Treasurer and Assistant Secretary, and A. E. Erickson, Secretary and Assistant Treasurer.

Arthur Francis Short, Secretary and Treasurer of the Company, retired on October 15, 1948. He was an employee for 52 years and an officer for 38 years.

Augustus Wilder Bourne, Assistant Secretary and Assistant Treasurer, retired on October 15, 1948. He was an employee for 38 years and an officer for 29 years.

Mr. Knowlton entered employ of the company in 1919. Was made engineer of manufacture in 1931 and engineer in 1941.

Mr. Johnson entered employ of the company in 1913. Made first purchasing agent of the company in 1917, and made sales manager in 1924.

Mr. Erickson entered employ of company in 1922. Was made Asst. Treasurer and Asst. Secretary in 1941.

Underground Gasification Test Contract Signed

A second test of underground gasification through incomplete combustion of unmined coal will be undertaken as a cooperative experiment by the Bureau of Mines and Alabama Power company, it has been announced by James Boyd, Director of the Bureau.

The first experiment, made a year ago, indicated that gases produced by burning unmined coal offer a potential source of fuel and raw materials for synthetic liquid fuels. The most practical application of the method, if proven economical, would be toward utilization of the many coal veins difficult or impractical to mine.

The large-scale test will cost an estimated $411,000 for one-year period. The company will provide engineering and operating services on an actual cost basis and is to contribute some 300 acres of seam coal averaging 40 inches in thickness to the experiment. Preliminary core drilling is now in progress.

Gas Facts

Recently published by American Gas Association is the statistical record of the gas utility industry in the U. S. A. for 1947.

This appears in book form, 5¾ x 9 inches. Its 196 pages cover energy reserves, production, transmission and distribution, sales and utilization, finance, labor and prices.

Illustrated with many charts, it includes numerous statistical tables. Price one dollar a copy.

Suburban Propane Gas Corp. Purchases Southern States Co.

Purchase of the liquefied petroleum gas interests of Southern States Cooperative, Inc., in Maryland, Delaware and Pennsylvania, was announced recently by Mark Anton, president of Suburban Propane Gas Corporation, Whippany, N. J.

Southern States Cooperative, Inc., one of the largest cooperatives in this area, has operated the business for several years. The new property will be integrated with Suburban Propane's operation in that area.

L. E. Knowlton

Dana M. Swan

J. L. Johnson

A. E. Erickson

Rochester Gas & Electric Co. Announces Promotions

Schuyler F. Baldwin has been appointed Manager of the By-Products Sales and Transportation Departments of Rochester Gas and Electric Company, Rochester, N. Y. By-product sales include the direction of the R. G. & E. large coke sales department. Mr. Baldwin had been Operations Manager in the Gas Distribution Department and has been with the local utility for more than 14 years. He succeeds Victor A. Miller, who retired last week after 35 years of service.

S. F. Baldwin

W. G. McKie

Other promotions following Mr. Miller's retirement include the following appointments: Dean Caple, with the company 30 years, becomes Superintendent of By-Products Sales. James L. Coyne, 25 years with the company, is made Superintendent of the Transportation Department. J. Mallory Loos, 24 years with the company, is the new Assistant Superintendent of Transportation. James J. Casey, 31 years with the company, is Superintendent of Coke Dispatching and Delivery.

Other appointments in the same departments include John J. Drexel as Foreman of Coke Bins Dispatching; John F. Wahl, Office Supervisor in By-Products Sales; Wesley Streitle, Garage Supervisor; Walter C. Hildebrandt, Office Supervisor, Transportation Department.

Promotion of five sales executives has been announced by the Rochester Gas and Electric Company. Walter G. McKie is the new Domestic Sales Manager, succeeding Frank M. Houston, who retired on August 31st after 38 years in utility sales work. Mr. McKie, formerly Assistant Sales Manager, is a graduate of the University of Michigan and has been with the R. G. & E. for 26 years. Mr. McKie has been active in affairs of the Rochester Sales Executives Club and the Electrical Association of Rochester.

Lawrence P. Fridley, who has been with the company since 1938, becomes Assistant Sales Manager to succeed Mr. McKie. Harry J. Taillie, who came with the company in 1913, has been made Supervisor of Builder and Architect Relations, and Norman C. Stott heads the Dealer and Plumber Relations activities of the company. Harold M. McClease is the new supervisor of Rochester District Sales.

Desulphurizing Natural Gas

Stacey-Dresser Engineering Division of the Stacey Bros. Gas Construction Company, member of the Dresser Industries, Inc., announced Sept. 30th that agreement had been reached with the Panhandle Eastern Pipe Line Company for exclusive rights to a process which automatically desulphurizes natural gas.

Desulfo plants continuously remove excess hydrogen sulfide, require no operating personnel, and use only a very small portion of the gas for plant operation. Hydrogen sulfiide is removed from sour gas by an ethanolamine solution which flows through an absorber and a regenerator in a closed system. Sour gas enters the absorber, where the hydrogen sulfide is transferred to the amine solution. Regeneration of the amine is accomplished by steam stripping, using a small part of the sweet gas for the boiler. The hydrogen sulfide is then vented to the atmosphere. The only requirement for a Desulfo plant capable of handling 9,000,000 cubic feet of gas per day is approximately a barrel of water a week and occasional amine makeup. No utilities are needed.

Desulfo plants are built in four standard sizes and are capable of processing gas which contains up to 400 grains of hydrogen sulfide per 100 standard cubic feet. These plants are completely prefabricated and automatic in operation. Present delivery schedules call for 6 to 8 weeks delivery. Stacey-Dresser engineers report that with modification of the basic equipment, even larger quantities of hydrogen sulfide can be successfully removed.

Operators of small gas fields where the hydrogen sulfide content of the gas is above transmission requirements will profit from these plants. Also, Desulfo plants can be used to sweeten gas used at the fields for gas engines, as sour gas increases engine maintenance costs.

METER REPAIRS

We offer a meter repair service that is prompt and efficient on all types of gas meters.

Our staff of skilled mechanics have had 25 years experience in this work. We can assure you of satisfactory service on a trial shipment of meters.

Adjusting, Clean and Oil or New Dies.

Correspondence regarding details invited

LANTERN METER REPAIR CO.
127-27 Willetts Point Blvd.
Corona, L. I., New York

CONVENTION CALENDAR

November

1–3 *Wisconsin Utilities Association,* Pfister Hotel, Milwaukee.

8–11 *American Petroleum Institute,* Stevens Hotel, Chicago.

8–12 *National Hotel Exposition,* Grand Central Palace, New York.

11–12 *Mid-Southeastern Gas Assn.,* Annual Meeting, Sir Walter Hotel, Raleigh, N. C.

18–19 *National Personnel Conference of the Gas Industry,* Palmer House, Chicago.

18–20 *New Jersey Utilities Assn.,* 33rd Annual Meeting, Seaview Country Club, Absecon, N. J.

28 to Dec. 3 *American Society Mechanical Engineers,* Hotels Pennsylvania and New Yorker, New York.
National Exposition of Power and Mechanical Engineering, Grand Central Palace, New York.

January

10–11 *A. G. A. Accounting Section,* Hotel Cleveland, Cleveland, O.

24–27 *A. G. A. Home Service Workshop,* Hotel Statler, Cleveland, O.

March

7–10 *National Assn. of Corrosion Engineers Annual Convention,* Cincinnati, Ohio.

17–18 *Oklahoma Utilities Assn. Annual Meeting,* Tulsa Hotel, Tulsa, Okla.

24–25 *New England Gas Assn.,* Hotel Statler, Boston.

April

4–6 *Distribution, Motor Vehicle & Corrosion Conference,* Netherlands Plaza Hotel, Cincinnati.

6–8 *AGA Sales Conference on Industrial & Commercial Gas.*

10–12 *Gas Meters Assn. of Florida-Georgia* Annual Meeting, Ponce de Leon Hotel, St. Augustine, Florida

11–13 *AGA-EEI Spring Accounting Conference,* Hotel Book-Cadillac, Detroit, Mich.

11–13 *Mid-West Gas Assn. Annual Convention,* Hotel Fort Des Moines, Des Moines, Iowa.

11–13 *National Association of Corrosion Engineers,* Netherlands-Plaza, Cincinnati, Ohio

12–14 *Southwestern Gas Measurement Short Course,* College of Eng'g., University of Oklahoma, Norman, Okla.

18–20 *Midwest Power Conference,* Hotel Sherman, Chicago, Ill.

20–22 *Southern Gas Assn. Annual Convention,* Buena Vista Hotel, Biloxi, Miss.

May

9–10 *A.G.A. Natural Gas Dept. Spring Meeting,* French Lick Springs, Indiana

9–11 *Liquefied Petroleum Gas Assn.* Annual Convention and Trade Show, Palmer House, Chicago

9–13 *AGA Industrial Gas School,* Hotel Severin, Indianapolis, Ind.

12–14 *Southwestern Gas Measurement Short Course,* Univer- of Eng'g., University of Oklahoma, Norman, Okla.

17–19 *Pennsylvania Gas Assn.* Annual Convention, Galen Hall, Wernersville, Pa.

23–25 *AGA Production & Chemical Conference,* Hotel New Yorker, New York, N. Y.

24–27 *National Restaurant Exposition,* Atlantic City, N. J.

25–27 *Gas Appliance Manufacturers Assn. Annual Meeting,* Drake Hotel, Chicago.

26–27 *The Natural Gas & Petroleum Assn. of Canada Annual Meeting,* Hotel London, London, Ont.

Bennett Vice-Chairman of Gas Industry Laboratories' Committee

Charles E. Bennett, president of The Manufacturers Light and Heat Company and associated companies in the Pittsburgh group of The Columbia Gas System, Inc., has been elected vice-chairman of the Laboratories' Managing Committee of the American Gas Association.

The Laboratories, whose work is directed by the managing committee, were established in 1925 and are located in Cleveland and Los Angeles. They are engaged in a nation wide gas appliance testing and certification program and in extensive gas industry research. At present the Association is engaged in a three-year, five million dollar research and promotional program—the largest in the industry's history.

A.G.A. Southwest Personnel Conference Elects Officers

V. H. Luneborg, Personnel Manager, Arkansas Natural Gas Corporation, Shreveport, La., was elected Chairman of the American Gas Association Southwest Personnel Conference, at a meeting of the Conference held at the Jung Hotel, New Orleans, on September 10. Curtis M. Smith, Personnel Manager, Tennessee Gas Transmission Company, was elected Vice Chairman, and Vernon E. Rasch, Employment Manager, United Gas Pipe Line Company, was named as Secretary of the Conference.

The nominating committee appointed to offer names of candidates to hold office in 1949 was comprised of Hudson Carmouche, General Superintendent, Houston Pipe Line Company; M. V. Cousins, Director of Personnel United Gas Pipe Line Company, Shreveport, La., and Howard Senyard, Director of Personnel, Louisiana Power & Light Company, New Orleans.

The meeting was well attended by executives from the Southwest area, and several topics of particular interest to top management were discussed. An expert analysis on the recent Supreme Court decision on granting overtime on overtime was presented, followed by an open forum on the decision and its effect on present policies within the gas industry. Bonus payments as they affect base pay and overtime were discussed, as were recent wage adjustments and military leave policies.

Edwin Hawley Chief Engineer For Gasair Associates

Gasair Associates, liquefied petroleum gas equipment specialists, have named Edwin E. Hawley as Chief Engineering Associate. With headquarters in their San Francisco offices, Hawley heads Gasair's staff of field engineers.

He has been actively engaged in the design and construction of LP-Gas equipment and installations for utilities and industrial users. Firms with which he has been associated include Gasair Corporation, Gasair Division of Eaton Metal Products Company, and the Pacific Gas Corporation.

Mr. Hawley will coordinate the activities of field engineers, and will also personally supervise the engineering, installation and servicing of Gasair units and other types of LP-Gas equipment.

New Technical Publications Issued

Publication of six technical bulletins and reports covering domestic and mixed gas research has been completed by the American Gas Association Testing Laboratories.

Results of domestic gas research studies are presented in five of the publications. Three are devoted to gas cooking research and two to central gas space heating research. Grease deposition in and temperatures attained by kitchen ventilating ducts is the subject of one cooking research bulletin. The two others deal with automatic top burner ignition at reduced gas input rates and with factors affecting the height of gas range grates. The central space heating research publications cover effects of modulated operation of warm air furnaces on their performance and work completed to date on fundamentals of heat transfer.

In the mixed gas field data are presented on the interchangeability of a number of supplementary fuel gases with coke oven gas as the base load. It is the first of a series of similar publications covering interchangeability with various adjustment gases.

The heat transfer and mixed gas studies are published as progress reports while the other subjects are presented in the form of research bulletins.

Cyclotherm Names Pottetti Sales Manager

The promotion of P. M. Pottetti to the position of Sales Manager has been announced by Harper Holt, President of the Cyclotherm Corporation, 90 Broad Street, New York City, manufacturers of steam and hot water generators.

Mr. Pottetti has served as Assistant Sales Manager of Cyclotherm for several years. Mr. Holt also announced the promotion of Guy B. Smith to Assistant Sales Manager in charge of Advertising and Sales Promotion.

Tweedle Elected V. President

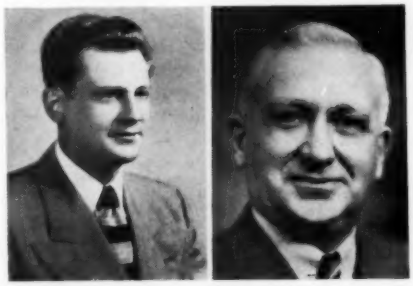
C. E. Tweedle, Assistant to the President of the Askania Regulator Company, Chicago, Ill., was elected Vice President of the company at the last meeting of the Board of Directors.

Mr. Tweedle first became associated with Askania in October, 1946. Prior to that time he served in the United States Navy as Commander and was Executive officer of the Administration command, Great Lakes Naval Training Center.

Cooper-Bessemer Announces Opening of Chicago Office

Expansion of the Cooper-Bessemer Corporation's nationwide sales facilities, through the addition of a Chicago branch office, is announced by Stanley E. Johnson, Vice President and Director of Sales.

The new office, located at 122 South Michigan Avenue, in the People's Gas Building, will be under the direction of Robert S. Bowie, who has been associated with Cooper-Bessemer since 1936 in other sales capacities.

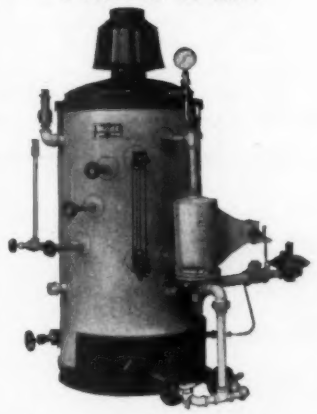


R. S. Bowie C. L. White

Mr. Bowie, who is well known in the diesel, gas engine and compressor fields, joined Cooper-Bessemer as a member of its headquarters sales staff in Mount Vernon, Ohio, and subsequently has been associated with the company's Dallas sales office. He has been active in the Chicago area since 1946.

Mr. Bowie's activities will continue under the supervision of Charles L. White, district manager for Cooper-Bessemer in the North Central area. Mr. White's headquarters are in the company's Mount Vernon offices.

LATTNER GAS BOILERS
1 H.P. to 45 H.P.



2 H.P. Gas Fired Pressing machine boiler. 100 lbs. ASME Code.

P. M. LATTNER MFG. CO.
CEDAR RAPIDS, IOWA

GASCO
Direct Reading
GAUGE

Easy to Read. Has but one column. No computations needed.

Leak Proof:—

Gauge fluid is contained within the gauge. Just connect to the line and loosen the cap a half-turn. Made of aluminum, brass and unbreakable tubing. Will outlast several "U" gauges.

Low in cost—profitable to use.

MULCARE
Engineering Co., Inc.
53 Park Place
New York 7, N. Y.

Gas Symposium On Program At Annual Meeting of A.S.M.E.

The gas industry will be represented in a Gas Symposium at the Annual Meeting of the American Society of Mechanical Engineers to be held at the Hotel Pennsylvania, New York, November 29 to December 3, 1948.

The Gas Symposium, to be held on Thursday afternoon, December 2, will be sponsored by the Process Industries Division of the American Society of Mechanical Engineers. The chairman will be Clarence S. Goldsmith, Engineer of Distribution of The Brooklyn Union Gas Company. Gebhard C. Beck, Chairman of the ASME Manufactured and Natural Gas Committee, will be the recorder.

Three outstanding industry speakers will present papers. Paul R. Taylor, Vice President, Stone & Webster Service Corp., will give a paper entitled "Effect of the Introduction of Natural Gas on Highly Industrialized Territory Previously Supplied by Manufactured Gas." Carl Wierum, Industrial Engineer, The Brooklyn Union Gas Company, will discuss "Considerations Affecting Sound Utilization of Gas." E. S. Pettyjohn, Director of the Institute of Gas Technology, will speak on "Meeting the Peak Loads of Manufactured Gas." These presentations will be followed by prepared discussions from outstanding authorities in our industry.

In view of the fact that it is now certain that large quantities of natural gas will be available in the eastern areas within the next two or three years, these papers will be of vital interest to the gas industries in the metropolitan area.

The sound color film produced by The Tennessee Gas Transmission Company, depicting the laying of the natural gas line from Texas to West Virginia, will also be shown during the meeting.

Midwest Gas Association Gas School and Conference

The Twenty-fifth Gas School and Conference of the Midwest Gas Association was held at Iowa State College, Ames, Iowa, September 13, 14 and 15. Registration totaled 226 and excellent attendance at all sessions reflected unusual interest in a well rounded program on distribution, production, utilization and metering subjects.

A special feature of the conference was an inspection trip to Northern Natural Gas Company's Ogden, Iowa, 5100 horsepower gas compressor station.

L. J. Eck of the Minneapolis Gas Company, Minneapolis, was General Chairman of the Conference, with D. J. Reimers of Minnesota Valley Natural Gas Company of St. Peter, Minnesota, acting as Program Chairman.

The Executive Council and the Program Committee continued discussion on arrangements for the Forty-fourth Annual Meeting and Convention to be held at the Fort Des Moines Hotel, Des Moines, Iowa, April 11, 12 and 13, 1949.

Stacey-Dresser Appoints McCullough at Dallas

Stacey-Dresser Engineering, a member of Dresser Industries, Inc., Cleveland, O., has announced the appointment of O. E. McCullough, Jr., as district sales manager with offices in the Praetorian Building in Dallas, Texas. Stacey-Dresser Engineering is a division of the Stacey Bros. Gas Construction Company, which specialize in gas manufacturing and treating processes.

McCullough, who studied at Southern Methodist University, and has had experience in oil fields in the southwest, comes to Dallas from the company's Cleveland, Ohio, office.

Lopez Is Hamilton Dryer Representative in Southwest

A. J. Lopez has been appointed Field Representative in the Southwest region, for Hamilton Automatic Clothes Dryers, according to an announcement by Charles H. Rippe, Jr., Sales Director, Home Appliance Division, Hamilton Manufacturing Co., Two Rivers, Wisconsin.

Mr. Lopez, who has been transferred from the Eastern territory, joined the Hamilton sales force in 1947. In his new assignment, he will service and contact distributors and dealers in Texas, Oklahoma, New Mexico, and part of Arizona.

Fessler Heads Penn Dayton Office

F. X. Fessler has been named manager of the Dayton district office for Penn Electric Switch Co., according to an announcement by R. H. Luscombe, general sales manager. He succeeds E. A. Price, who was made manager of the company's New York district office.

New Solvent to Reduce Pilot Outages

Pilot outages due to gum formation in gas-burning equipment can now be materially reduced, it is claimed, through the use of a new synthetic organic solvent, according to an announcement by Carbide and Carbon Chemicals Corporation. The liquid has a solvent action on gums existing in manufactured gas. Small amounts of the solvent are squirted into pilot lines, burner lines, and automatic valves when equipment is serviced. Extensive tests have indicated that repeat calls for servicing are fewer when this solvent is used in the lines.

Coleman, Inc. Appoints Marks and McInnch Regional Managers

Appointment of Louis Marks and Lloyd C. McInnch as regional sales managers for The Coleman Company, Inc., manufacturers of home heating equipment and gasoline pressure appliances, is announced by R. W. Carney, vice president and general sales manager.

Marks will be in charge of Coleman sales in Michigan, Indiana and Ohio. He will make his headquarters in Detroit.

McInnch will represent the company in Pennsylvania, New York, Maryland, West Virginia and the District of Columbia, with headquarters at the offices of The Coleman Company, Inc., of Pa., Philadelphia.

ROBERT W. PORTER

Mr. Robert Wray Porter, Assistant to Robert S. Waters, President of The National Radiator Company, died suddenly on October 26th at the age of 60 in his home at South Orange, New Jersey. Interment took place at Clifton Springs, New York.

Mr. Porter was associated with NRC as a Management Consultant from 1931-1933, maintaining offices at 27 William Street, New York.

His organization specialized as counsel in sales promotion, advertising, and marketing problems until January 1, 1946 when he accepted the appointment of Assistant to the President of The National Radiator Company.

"JOURNAL" GAS FLOW COMPUTERS

High Pressure

RANGE:

Cu. Ft. of Gas Per Hour—100-10,000 M
Diameter of Pipe—Inches ¾-30
Difference in Absolute Pressure—Lbs. per sq. in., 1-500
Sum of Absolute Pressures—Lbs. per sq. in., 2000-20
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Empire Stove Company Opens Houston Regional Office

The Empire Stove Company of Belleville, Illinois, has opened a regional office at 1842 Bissonett Street, Houston 5, Texas.

Lee A. Brand, Empire Vice-President, has announced the appointment of M. S. Nicholson as manager of the Houston Regional Office. Mr. Nicholson, a native Texan, has been associated with several large corporations in executive capacities, and is well-known in the area under his management.

Hot Water

(Continued from page 44)

service which begins with a limitation on the generation of hot water as to time availability, heat speed of recovery which involves temperature as well? One further, which requires a storage capacity twice that of a gas water heater capable of, at least, the same work? And one which, except it be most unusual, holds little promise of satisfying futher growth and hot water demand?

Let us look at that hot water demand again. Bathrooms, showers and tubs are old but their usage is increasing. Automatic home laundries are on the way, as are automatic dishwashers. That is not news but maybe its import is.

Quantities

The American Institute of Laundering says the average housewife uses only 2.4 gallons of water per pound of clothes. The professional laundry uses 4.5 gallons and the U. S. Army uses 5 gallons and 60% of it is hot. Laundries use 160° water for the white clothes. They know that the slogan "The Hotter the Water the Whiter the Wash" is true not just an advertising slogan. And there is a lot more to it than whiteness. Add in, if you will longer clothing life, soap saving and pasteurization. The directions on automatic washers are calling for hotter and hotter water. Their makers are not concerned as to how the water is heated. They just want it hot so their machines can do the jobs they should do.

L.P. Gas Water Heaters

As these demands increase your L-P Gas Water Heaters draw farther and farther ahead of the competition. When you sell adequate hot water for now and the future you are climbing out of your competitors bracket. When you talk adequate temperatures of hot water you are leaving your competition behind you.

Quantity and temperature are in the first chapter of the L-P Gas Book. Let the competition worry along with his limitations on quantity and temperature. L-P Gas does not have to ask its users to go easy on their hot water usage. L-P Gas says "Help yourselves—There is plenty of it and it's plenty hot."

Better Service

The American customer has never failed to respond to the sales appeal of better service. Price, save in the necessity bracket is not the impelling motive for buying. If he wants it he will buy it. On the other hand, no price cut will sell what is not wanted.

The government is giving away buffaloes. A real salesman is not interested in price selling. It is no challenge to his ability. It implies all the selling talent of a slot machine, with odds on the machine—it generally has a mirror on it as an attraction.

Hot water is a basic, fundamental requirement of the American home. Automatically it is in the class of the finest, most luxurious, comfort-bringing appliance. It is ageless in its appeal—it is for everyone, young and old. Hot water has no seasons, it is welcome in all seasons. Hot water knows no limit to its applications—it was the first thing Lindbergh wanted as he landed after his grueling Atlantic flight. It is used in baby's first bath and it ministers comfort to those slipping into eternity. In the years between its convenience, soothing and healing powers never lose their charm. Hot water with all these benefits costs so little that to evaluate it as so much per gallon or per month is like putting a price on sunshine.

Why, then worry about the price. L-P Gas delivers it, plenty of it and plenty hot. Even if the competitor is a shade lower, what of it? What wins fights or games? The bats the Braves and Indians used came from the same factory in Louisville as all the others' bats. Philco has said publicly that it has no business to be out front. Chrysler came late. America started with thirteen colonies and no chance to live as a nation, that's right, it's in the books. His Majesty's Ship Serapis was bigger and better than the converted merchantman Bon Homme Richard in that famous sea battle but when it was all over the Serapis was an American ship. You see there was a Mr. Jones and some of his American friends aboard the Bon Homme Richard, John Paul Jones remember? "Surrender? We have just begun to fight."

Presented at LP-Gas Appliance Dealers Meeting, A.G.A. Annual Convention, Atlantic City, N. J., October 8, 1948.

Duo-Therm Sound Slide Film on Gas Water Heaters

A new sound slide film on its complete line of automatic gas water heaters has been produced by Duo-Therm Division of Motor Wheel Corporation, Lansing, Michigan.

Called "Triple Play," the new Duo-Therm film describes in detail the many outstanding features of the gas Duo-Therms, demonstrates operational advantages and emphasizes the modern production, design and research facilities which stand behind the Duo-Therm nameplate.

The "Triple Play" is a 35mm film with a two-side 16-inch recording, and will be used primarily by Duo-Therm distributors for educational and merchandising purposes among dealer groups.

Duo-Therm has announced the appointment of George H. Hyde, Inc., of Watertown, N. Y., as a Duo-Therm distributor, who will handle Duo-Therm oil burning furnaces and water heaters and gas water heaters. Territory consists of three counties in Northern New York state.

Industrial Burner Controls. Flame failure safeguards for Gas-Oil burners in industrial installations are described in Bulletin CH4753 issued by Combustion Control Corporation, 77 Broadway, Cambridge 2, Mass.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, of American Gas Journal, published monthly at East Stroudsburg, Pa., for November, 1948.

State of New York }
County of New York } ss.

Before me, a Notary Public in and for the State and county aforesaid, personally appeared S. G. Krake, who, having been duly sworn according to law, deposes and says that he is the Managing Editor of the American Gas Journal and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations.

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, American Gas Journal, Inc., 53 Park Place, New York City; Managing Editor, S. G. Krake, 53 Park Place, New York City; Business Manager, H. T. Matthew, 53 Park Place, New York City.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.) S. G. Krake, 53 Park Place, New York City.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom said trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is ——. (This information is required from daily publications only.)

S. G. KRAKE,
Managing Editor.

Sworn to and subscribed before me this 17th day of September, 1948.

(Seal.) MARY E. KELLEHER.

(My commission expires March 30, 1950.)

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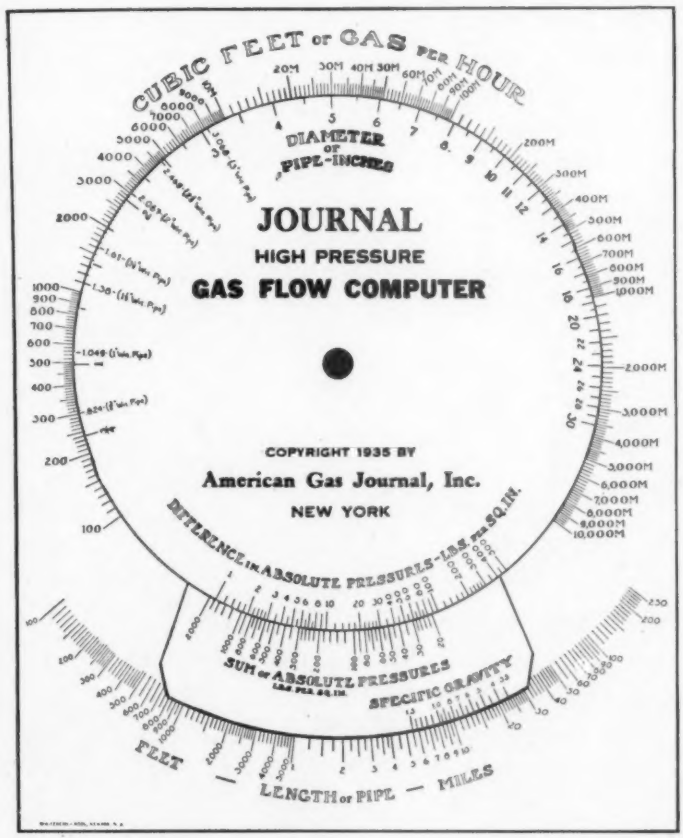

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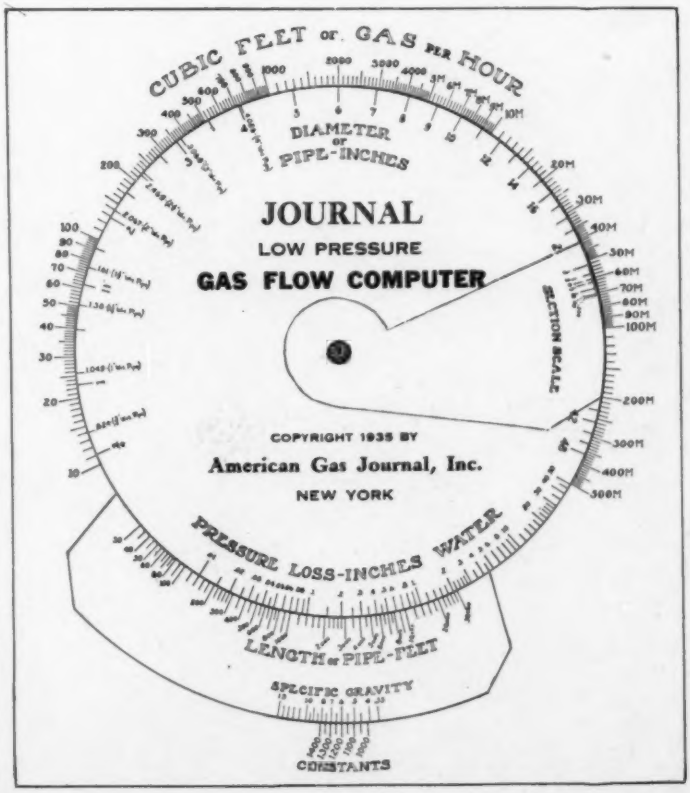

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